

PRINTERS' INK

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10c A COPY

DRUGGISTS' RUBBER GOODS



TO list the sources whence the druggist draws his magic balms, bottles and general supplies for the good of mankind would be to chart this oblate spheroid.

On the island of Sumatra in the Far East there is the largest rubber plantation in the world. A few years ago it knew not a single rubber tree. Today it is yielding hundreds of thousands of pounds of rubber a month. The United States Rubber Company owns the plantation and converts the yield into countless rubber products.

The druggist gets his share. His shelves disclose rubber gloves and sheeting; surgical supplies of all kinds; syringes, bath sprays, bathing caps and sponges; hot water bottles that soothe, and ice bags for the fevered brow. The variety and the importance of rubber articles classed under the term "Druggists' Rubber Goods" can hardly be estimated.

Advertising these sundries of the druggists' trade is an important division of the general and specific campaigns proceeding from Advertising Headquarters and Rubber Headquarters.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Stick to Known Values

Over one million better than average farmers annually subscribe for *The Standard Farm Papers*.

Over two million dollars is annually invested by advertisers to sell these farmers through *The Standard Farm Papers*.

Sell a Standard Farm Paper Subscriber and you sell his neighbors too

Hoard's Dairymen
Established 1870

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Wallaces' Farmer
Established 1895

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N.Y., POST OFFICE, JUNE 29, 1918
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How to Ration Your Goods to Customers Fairly

What Some Houses Are Doing to Apportion Their Output—Use of Advertising to Convince Buyers of Your Fairness

By John Allen Murphy

I KNOW of no better way to start this article than to tell about a letter which a New York linen house received from a retail merchant in Indiana the other day.

"You've been telling me," said the writer, "that you couldn't ship my orders because of the great scarcity of linens. How comes it, then, that you are shipping Baker & Baker, my strongest competitor? Yesterday I was down to the railroad station and on the platform I saw a couple of your cases marked with Baker's name. This morning I see that their advertisement announces the arrival of a new shipment of linen.

"Do you call this fair? You've held my back orders for months, and although I've written you repeatedly about them, all you've done is to tell me to cheer up and to think of the interests of the country first. Well, if all houses treated me as you do I'd have nothing to do but think, I'm through with you. Cancel all orders. Here's a check for what I owe you."

Nothing sensational in this letter, you may say. It is merely a detail in the day's business. True enough, but just the same it is a straw that shows which way the wind blows. It is an expression of one of the most delicate questions that faces manufacturers to-day and that is how to ration the short supply of their

goods in order to satisfy the trade. That Indiana merchant thought he had a real grievance. His competitor was getting needed goods and he could not get them. That was all he knew about the transaction or cared to know. He wanted merchandise and not excuses. There was no use in telling him that Baker & Baker's orders were older than his, that Baker was a more desirable account than his or in giving him any other explanation of why he did not get his goods.

This shows that there is a real problem. Of course, just merely to ration goods among customers is no trick at all. It can be done in dozens of different ways. But to ration them *so as to placate all parties concerned* is quite another matter.

HOW RATIONING CONCERN ADVERTISING

The whole subject has a very direct relation to advertising. In the first place, there is nothing of more fundamental importance to advertisers at the present time than making a wise apportionment of the goods they are able to ship. It offers them a great opportunity to bind their customers to them with hoops of steel. In the second place, explanatory advertising is one of the best ways of making the trade appreciate that they are being fairly treated.

Rationing goods is a job for a strategist. Just as a general

sends his troops to those points in the battle line where he thinks they will get the best results, the manufacturer, who hasn't enough goods to go around, should distribute them where they are needed the most. He should locate them so that they will strengthen his position, enable him to ward off a possible offensive of his competitors and perhaps enable him to undertake a trade-building offensive of his own.

RATIONING A NEW PROBLEM

Rationing is an entirely new problem for the average manufacturer. To have to dole out his goods to customers who are vociferously clamoring for them is something in which he has had no experience. As there are few precedents to guide him, naturally he doesn't know how to act. It is true that in the past he often got behind on his orders, but he always knew that he would catch up some time, and all he had to do was to try to hold the trade off until shipment could be made. The present situation, however, is more serious inasmuch as in several fields there is sure to be a pressing shortage until the war is over.

How shall the situation be met? So far not many manufacturers have taken steps to deal with it. They are still following the old plan of piling up back orders. They continue to hope that the scarcity of materials will soon be relieved and in the meantime they do not wish to take any action that may cause the cancellation of the orders on the books. In many cases the trade is not even told why the shipment has been delayed. It is assumed that buyers who read the papers keep themselves informed as to conditions and will understand why it is that they cannot get their goods. But presently we shall see that this assumption is not justified.

In Chicago recently at the convention of the National Association of Garment Manufacturers, one of the members made this suggestion: "Don't you think," he said, "it would be a good plan

for this Association to back up a publicity campaign of some kind to advise the trade generally throughout the country the condition in regard to denims so that they will know when we say that we cannot deliver because the Government has taken our stuff that we are telling the truth? I believe that such publicity would be of great benefit to the members of this organization."

This suggestion was objected to, however, on the ground that the retail trade already knew the situation. Another member explained that it would be impossible to give the facts to the trade because as yet there was no specific information to hand out. A war service committee, representing the business, was co-operating with the War Industries Board, and as soon as it had been able to determine the needs of the Government, it would then be possible to let the trade know where it stood.

This incident refutes the theory that buyers don't have to be told what has happened to their orders. Retailers are confused by so many conflicting reports about merchandise conditions that they don't know which side to believe. In many cases the manufacturer himself doesn't know where he is. How, then, can it be expected that the retailer will have a clear-cut notion of the situation?

Besides, many retailers feel that some manufacturers are not strictly honest in advising them of conditions.

MERCHANTS DECEIVED AS TO CONDITIONS

A merchant showed me four letters which he received in the course of a couple of weeks from four different concerns in one industry. The burden of each letter was practically the same: "Alarming shortage in this line. We are the only house that foresaw it and hence protected ourselves abundantly on materials. Therefore, ours is possibly the only company in this business that can give your orders prompt attention at this time."

Co-operation

of a new and more effective kind is going to mark the coming of a vastly increased volume of advertising for the newspapers.

The new co-operation will include a more harmonious relation between the newspapers and the advertising agents for better and more profitable service to the advertiser.

This will be produced by a better understanding between the newspapers and the agents through the elimination of recognition to the irresponsible, and adequate protection and reasonable compensation for the degree of service rendered.

The New York *Globe* believes in these broad principles and the undersigned is working with many hundred newspaper publishers and leading agents to produce greater traffic for all at interest.

Must Help and Protect the Agent

Through their erroneous conception of the agent's commission as an expense, many publishers have developed the practice of trying to minimize the volume of business from agents.

Instead of seeking to encourage the agents to develop more business for newspapers, many publishers have continuously sought to drive these agents out of business, by failure to compensate them for service which they alone are able to render.

Few, if any, newspapers are equipped to render the advertiser, or prospective advertiser, the sort of service the agent can render; and yet many have not recognized this condition and have thus been led to nullify the great service that might have been added to their own promotional service, had they done so.

We must help the agents develop more business for us and protect them from the competition of irresponsible individuals and firms seeking to parade as advertising agents.

JASON ROGERS,
Publisher *New York Globe*.

New York, July 18, 1918.

When I had finished reading the letters and looked up I found the dealer grinning at me. "I'll be blamed," he declared, "if you can convince me that there is any shortage in that line. The most I can say for those fellows is that their team work is mighty poor."

Another type of letter is going out to retailers. In this case it is from a manufacturer in some line where there is actual scarcity. Usually the writer states that his firm is able to make immediate shipments, even though his competitors cannot. Where there is a crying need for the article offered naturally such a letter brings in a flood of orders. The house is probably able to fill only a small percentage of these orders. To those buyers whom it must disappoint, it writes saying the offer it made overwhelmed it with orders. The buyer is then assured that if he will let his order stand it will be filled in a few weeks. The purpose of the original letter, of course, was to accumulate a horde of these back orders, to be filled gradually as the company is able to get hold of the necessary goods. When the letter was sent out in the first place the company knew very well that it would take it months to fill the orders resulting from it.

These few manufacturers who send out insincere letters of this type undermine the confidence of the retailer and make the task of rationing goods all the more difficult. The fact that these few are selfishly taking advantage of the merchandise shortage to further their own ends by misrepresentation makes it all the more necessary for fair-dealing manufacturers to explain to their trade what the situation is.

FRANKNESS THE BEST POLICY

The first policy to adopt is one of absolute frankness. The buyer should not be kept in doubt as to the fate of his order. He ought to be told the truth so that he can make his plans accordingly. When it is certain that shipment can be made in full, but has to be delayed for a time, the

purchaser should be so informed. He will be more patient if he knows what is causing the delay. The following letter is a very good example of the kind of explanation that is being made when orders are held up. It was used by a well-known overalls house:

"If, for the next few weeks, you and your customers suffer inconvenience because we are unable to make prompt deliveries, we know you'll be patient. We know you'll be willing to wait just a little longer. Because you'll be doing it in the cause of the greatest thing in the world—something *far greater than business*.

"Our Government has again called on us to help get out some big orders of work clothes for our boys in France. Eighty-six million yards of denim are being converted into overalls and jackets for the workers in the trenches.

"We have thrown our whole hearts and the resources of our factories into this work. We will give it preference before any other thing, until the garments are done and delivered.

"We'll make those clothes the best they can be made. We'll let those heroes of ours 'over there' know we're with them hand and soul.

"So—for just a little while—we'll ask you to be patient. We'll resume ample deliveries to our regular trade soon, with all the speed and enthusiasm we possess. And perhaps with a little more than usual, because we'll be strengthened by the knowledge that we've all been *helping*—helping where the need is great—we by giving our services, you by being patient."

Any buyer who continued to kick about slow deliveries after receiving that letter would certainly mark himself as not worthy of bothering about.

Where part of the order can be shipped immediately and the rest has to be back-ordered, here, too, the facts should be given to the purchaser. If it is possible to give him the approximate date when the remainder of the order

(Continued on page 79)

No Change

At no time in recent years has the problem of the proper selection of advertising media required such farsightedness and careful analysis on the part of the careful space buyer as at present.

Changed conditions in the publishing field have necessitated no change in the circulation or advertising rate of **The American Woman**

Our sound and conservative circulation methods in the past have proven their worth and enable us to offer to advertisers a medium through which more than 500,000 prosperous women living in small towns may be reached at a minimum cost.

THE AMERICAN WOMAN Circulation 500,000 Guaranteed

Applicant for Membership in A. B. C.

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York



The Irving National Bank is located in the heart of the financial district of New York City

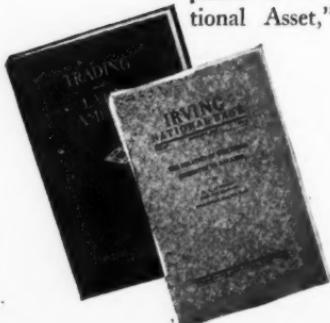
How one bank is helping to solve the commercial problems of the day

THOUSANDS of business men today have adopted the use of the trade acceptance, yet hundreds of thousands whose business would benefit by its use do not even know what is meant by the term.

Probably an even larger number are still in the dark as regards the detailed requirements of the new federal tax laws.

The development of trade with Latin America is a subject on which American business men are seeking authoritative guidance.

The Irving National Bank, in such pamphlets as "The Trade Acceptance a National Asset," "The Relation of Indus-



Typical book and pamphlets issued by the Irving

trial Chemistry to Banking" and in such a book as "Trading with Latin America," is making important contributions to a wider understanding of these questions and others of equal importance.

The great number of requests from all over the country prove the want these pamphlets have met.

It is interesting to note that in its extensive study of these broader problems, the Irving has not lost sight of the personal equation. For instance, by a plan which it quickly worked out, the Irving made it possible for American soldiers to cash their personal checks in England, France and Italy.

The wide variety of the activities of a modern bank makes the interpretation of its services to the public a real problem. The way in which the Irving has met this problem is shown by its exhibit at San Francisco for which it was awarded first prize.

J WALTER THOMPSON COMPANY

New York

Chicago • Boston • Detroit • Cincinnati



Two of a series of advertisements on the Federal Reserve Districts which formed part of the exhibit at San Francisco



Arrangements have been made by the Irving National Bank whereby soldiers of the A. E. F. can cash personal checks on home banks

Primer Copy to Tell Public the Uses of Zinc

Large Producer of Zinc Products in Popular Campaign to Show Extent of Its Importance

THE New Jersey Zinc Company is another of those concerns whose products merge themselves with a wide variety of commercial commodities and there lose their identity. And so this company, which is the largest producer of zinc products in this country, has started an advertising campaign to the public to let people know what

metallurgical products extracted from zinc ore, and the company looks for no such returns directly. Its copy, just as in the case of the advertising of the Billings & Spencer Company recently recorded in PRINTERS' INK, is simply to get the world at large to realize to what a degree its industry, comparatively unknown and unthought of in a world that has come to accept things as a matter of course, affects and enters into our daily life.

The company manufactures for commercial uses such products as zinc oxide, spelter, spiegel-eisen, lithopone, sulphuric acid, rolled zinc plates and strips, zinc dust and zinc chloride, and the percentage of the public that will even recognize these names, much less directly purchase such products, is infinitesimal.

But when the company has acquainted the public with the purposes and application of such products to their needs, it is automatically embossing its name on the popular mind and establishing itself as an important unit in the country's affairs.

This, of course, is expected eventually to produce an effect on the purchasers of such products for use in their wares. Zinc products enter into the manufacture of brass and paint, rubber and dyes, explosives and fertilizers, dry batteries and quality steels, medicine and glass, and under subdivisions of such heads their uses multiply enormously.

The nation's business is transacted over millions of miles of wire. The New Jersey Zinc Company plays its part in maintaining this wonderful equipment, for it is New Jersey Zinc that protects these wires from rusting and breaking and prevents a prohibitive replacement cost.

This Zinc (commercially called spelter) is but one of the company's many products. All are vitally essential to many of the nation's greatest industries.

The New Jersey Zinc Company, by reason of the location of its zinc deposits and proximity of its ore, the modern equipment of its many plants, and the extent of its resources, can be depended upon for exceptional service and unvarying quality in every one of its products.

THE NEW JERSEY ZINC COMPANY, 11 Wall Street, New York

CHICAGO: Warren Steel Works, 1111 Marquette Building
Manufacturers of Zinc Coats, Spelter, Spiegel-eisen, Lithopone, Sulphuric Acid, Roll Zinc Coats and Plates, Zinc Dust and Zinc Chloride

The world's standard for Zinc products

New Jersey Zinc

COPY OF SUPER-SIMPLICITY

part it takes in the course of their everyday life.

A year's campaign has been laid out, to include four popular publications of wide circulation, and a long list of papers in the paint, metals, dye and chemical, mining and rubber trades fields.

It would be difficult to trace any sales reaction from a popular campaign for the diverse chemical and



Suppose you were going to buy a camera

this afternoon, Billy, which make would you pick out? That's the way I got news that Sissy Lou had a handout from Dad and was going to dig deep for a camera.

Why ask me, I said to Sissy Lou. Why ask *you*, Mr. Byer, said Sissy, why, you're the official wise-party on what to buy, according to Mother and Dad, because you read the ads in *The American Boy*. Billy, tell me honestly, which would you buy?

Gee, Sis, I said, I've had my eyes peeled on that Allaround Camera till I can't see anything else. Ads have been in *The American Boy* for a long time and each one I read tells about some new thing that makes me know that's the camera a girl or a fellow ought to have.

Look at this. And I showed Sissy an Allaround ad. Gee, look at that, and this, too; and that speed shutter and oh, it's a fast lens, too. And Sissy, she just about was tickled simple and she and I went down to Smith's before the ball game and got the Model 42 Speed-o Allaround.

And, my, what pictures! Got some snaps that afternoon and they certainly are great. Billy, said Sissy, you're a pretty clever brother. Here's a quarter. You'd be just as smart, Sis, said I, if you'd get that inside stuff in *The American Boy*. And, that's a fact!

Billy Byer.

To be continued in the August 8 issue of
Printers' Ink.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in all the World."

500,000 boys read *The American
Boy*.

They or their parents pay \$1.50 a
year for it—buying power!

They average 15½ to 16 years old
—buying age!

They have much to say about
family purchases—buying influence!

The American Boy goes into
225,000 of the best homes in Amer-
ica—leadership!

"Where there's a boy
there's a family."

Member A. B. C.



THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. G. MURTHIEV, Manager
200 BROADWAY
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. F. SCHNEIDER, Jr., Manager
1140 N. Dearborn Building
CHICAGO, ILLINOIS

The popular copy, consisting of full pages and half pages, will take up these various fields separately, showing at the same time how widely this company's products distribute themselves among the nation's industries. The copy is almost primer reading in its simplicity. The first page to appear showed a half-tone of a lump of zinc ore, with a brief survey of its comprehensive position in industry.

A later advertisement shows pictorially and textually its function as a protector of telephone and telegraph wires through the galvanizing process.

The subsequent copy will follow these lines; advertisements playing up the importance of sulphuric acid in fertilizers, zinc oxide in rubber, and so on. As each product is featured the extent of manufacture into which it enters will be hinted at, so that in the course of the year readers will have a well-grounded acquaintance with what zinc means to them personally.

A trade-mark has been devised consisting of a loop made by the capital C in company encircling the words "New Jersey Zinc," in bold letters, upper and lower case. The O in Co. finishes off the loop.

More Lightless Nights

The Fuel Administration has put into effect new lightless night measures. The order calls for four nights a week in the Northeastern States, and two nights a week elsewhere throughout the country. On specified evenings the use of artificial lights for night display, including shop windows, advertising signs, etc., is forbidden.

Monday and Tuesday nights will be dark all over the country—Wednesday and Thursday in the Northeast also.

The Bureau of Standards figures that half a million tons of coal a year will be saved through the order.

Schulze Aids Committee of Public Information

Edward H. Schulze, of New York, has been appointed a special assistant by the Committee of Public Information. He will work with the Committee's Division of Distribution. Mr. Schulze is director of Making Letters Pay Systems.

New Government Trade Division to Develop Oriental Trade

The Bureau of Foreign and Domestic Commerce has just established a Far Eastern division. The object of this new department will be to stimulate and develop commerce and intercourse with the nations of the Orient, paralleling similar activities by the Latin-American division among our neighbors to the South.

The division will include in its work the collection and distribution among American manufacturers and exporters of information on credits, markets and exchange. Commercial attachés will investigate conditions and trends on the ground.

The division has as chief C. M. Bishop, of New York, formerly in charge of Far Eastern work for the American International Corporation.

Fairbank Company's New Advertising Manager and Campaign

A. C. Long was recently appointed advertising manager of the N. K. Fairbank Company, Chicago.

An intensive large-city advertising campaign in behalf of Covo oil, for salads and cooking, will be started by this concern in various eastern cities about August 1st. Large newspaper space will be used. There also will be special store displays, window trims and demonstrations.

Alpaugh Advertising Manager of Lehn & Fink

H. R. Alpaugh has been appointed advertising manager of Lehn & Fink, Inc., New York City. He was formerly connected with the advertising departments of the *New York World*, and the *Aeolian Company*.

T. Benedict Furniss, formerly advertising manager of this concern, has resigned to become a chiropractor.

C. H. Hamblin Dead

Charles H. Hamblin, formerly managing editor and business manager of the *Minneapolis Tribune*, died last Saturday, July 20. He had retired from newspaper work about four years ago.

Joins McConnell & Ferguson, Limited

Edward Reynolds, industrial editor of the *Toronto Globe*, has joined the staff of McConnell & Ferguson, Limited, advertising agents of London, Ont., as a special copy writer.

Sunday Newspapers Higher

Beginning Sunday, July 21, the price of the Sunday editions of Pittsburgh newspapers has been raised to ten cents.

The Register is the Only Morning and Sunday Newspaper in Des Moines

The Register has the largest circulation and carries the most advertising of any newspaper in Iowa.

The Evening Tribune is the leading Evening Newspaper in Des Moines

The Tribune has the largest evening circulation in the city of Des Moines (see official statements) carries more advertising than any other evening paper and leads in department store advertising.

Register and Tribune June Circulation

**119,630 Net
Paid**

(68,894 morning—50,736 evening)

reaching over 109,000 separate Iowa homes.

Advertisers must use The Register and Tribune to thoroughly cover the Des Moines territory.

I. A. Klein
Metropolitan Tower
New York

John Glass
Peoples Gas Building
Chicago



An Illustration—“From Baseball to Boches”

This shows Ed. Harmon arriving with his charming bride Jeanne in London, Ed, you know, says he is fighting “to make the world safe for the Democrats.”

“More than a Million Every Week”

Witwer in Collier's

The trouble is that they won't let us stop publishing "From Baseball to Boches." And by "they" we mean the readers of Collier's.

This series by H. C. Witwer, relating the gay adventures of Ed. Harmon, now of the A. E. F. but formerly, as he himself admits, "the marvelous southpaw," is one of the most popular serials we have ever published.

Originally we planned to run but six innings, and at the end of the fifth inning placed a notice, "To be concluded in our next." The result of this was a veritable howl of protest. To quote one letter: "If you have gotten it into your head that we are going to be satisfied with less than nine full innings, then you might as well beat it to the Front-line trenches and let the Germans use a little of their pet gas on you."

So in this week's issue of Collier's we've arrived at the ninth inning and still the cry is for more. We've been compelled to arrange with Mr. Witwer for further innings.

And don't neglect yourself to read the installment in this week's issue. It's a wonder.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52
more than a million every week ^{year}.

Baltimore Reads in the Evening



Partial View of Baltimore at Night—Notice Baltimore's "Flatiron" Building in the Foreground

BALTIMORE at night is a Baltimore reading The NEWS! Picture in your mind the 115,000 homes of Baltimore with a daily sale of The NEWS that approximates the same figure! Think of the occupants of these homes reading The NEWS carefully, thoughtfully, at the time of the day when conditions are best for retentive reading, and you will understand why NEWS advertisers will sell most of the 4,301 pairs of shoes, \$12,922.10 worth of men's clothing, the 14,305 pairs of hosiery, for instance, that Baltimore is going to buy the next day! The NEWS is the only evening paper in Baltimore carrying Associated Press dispatches. Its war review by Frank Simonds, its special Washington correspondence by David Lawrence, its superb local news, sports, comics, editorials, finance, fashions have all played a part in giving The NEWS a circulation increase which in June just passed, compared with June a year ago, was larger than the total circulation increases of all other Baltimore papers, morning, evening and Sunday combined!

One particularly striking feature about The NEWS' amazingly fast growing circulation is its almost complete freedom from duplication. According to latest authoritative reports, the only other Baltimore paper that is any longer to be considered seriously for national advertising publishes an afternoon paper, sold at reduced rates in combination with its morning and Sunday issues, duplicating the morning paper to the extent of 97% of its own circulation!

For More MARYLAND BUSINESS Concentrate in

The Baltimore News

The Fastest Growing Baltimore Paper

AVERAGE NET PAID CIRCULATION FOR JUNE

1918	119,880	Daily	114,424	Sunday
1917	<u>87,705</u>	Daily	<u>71,310</u>	Sunday
Gain	32,175	Daily 36%	43,114	Sunday 58%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Getting Salesmen to Open Small Accounts as Well as Big Ones

Gage-Downs Records Show Salesmen Using Advertising More Successful than Those Who "Go It Alone"

By Cameron McPherson

NOT so very long ago a certain Western sales manager fell to studying the little black tacks on his sales map. The more he studied them the more perturbed he became, and with reason, for every black tack was an account the house ought to have but hadn't. The longer he regarded the maps the blacker they seemed to look, and the hotter he became. But it remained for Texas to fan the shoulder into a flame, and right there and then he decided to write a letter that would give every man on the sales force something to think about.

So the letter was written, and to make sure that every man received it a specific request was made for an acknowledgment—and an explanation. "Why are you not opening up more new accounts among the smaller dealers?" In time the answers began to straggle in just as they usually do to letters of this kind. Collectively they represented a liberal education in the art of concealment as applied to a salesman's correspondence with the house. They ranged from the five-page explanation of the man who was afraid of his job, to the three-line retort of the chap who had another job in his pocket and knew it and knew he knew it. But this one strain ran through them all: "The reason we don't open up more new small accounts is because we would rather work on the big ones and increase sales to old customers." Of course, very few of them were doing either, but then it sounded nice in the letter.

Anyway, the sales manager's letter did about as much good as might have been expected. Reports continued to show that each

man was going about his work in the same matter-of-fact way, dividing his time among his favorite customers, and punctuating his weekly report with a few calls on big accounts that particularly appealed to him. In short, they were doing what pretty nearly every salesman is doing—running his territory to suit himself. And just so long as goods are sold by salesmen then just that long will this problem in sales management remain. There is no cut-and-dried sure-cure remedy for it, but like most marketing problems, it offers several points of attack.

COMPANY GIVES EXTRA CREDIT FOR EXTRA CALLS

For example, Libby, McNeil & Libby, the Chicago packers, found that by working out a bonus plan, whereby salesmen were given extra credit for every new account opened, the men were encouraged to do much more pioneering and still serve their regular trade. Realizing that the future growth of the business depended on adding new trade blood, this company put on a "New Customer Contest" that had a good deal to do with the latter-day increases which the sales organization has piled up. But about as good a plan as any is that used by the Gage-Downs Company, maker of "Justrite" corsets.

The Gage-Downs management found itself in very much the same predicament as the sales manager mentioned at the opening of this story. It had no kick so far as gross sales were concerned, for each year the men were steadily increasing volume. But there was a feeling among the more far-seeing of the company that the only sure way to build a permanent business suc-

cess was constantly to multiply the *number of accounts*.

It is a strange fact that the average business man frowns on small accounts. He is better pleased to get a nice, big customer than he is a dozen small ones. It is easy business, less office detail and all that. But we must not forget that business success of the lasting kind is made up largely of good will units, and the more units we have working for us, just that much surer are we of more rapidly accumulating success. The Gage-Downs people knew this, and they were very anxious that the salesmen keep opening up new accounts—big ones if possible, but keep opening new accounts. Looking ahead five, ten, twenty years they foresaw that with a large number of good-will units at work they were assured of leadership.

But as might be expected when they began to talk about what was going to happen ten years from now to the salesmen they might as well have talked in Greek. The average salesman has difficulty in looking ten months ahead, let alone ten years. That is why they are salesmen. Of course, some of the salesmen made a renewed effort to open more accounts, but their hearts were not in it. "What in Samhill is the sense of wasting time on some hick dealer, when with the same effort we can get a regular order from a regular fellow?" was their attitude.

A SALES FORCE WITHIN A SALES FORCE

How was this mental condition and indisposition of the salesmen to be overcome? It wouldn't do to fire a man because he wouldn't open up new accounts. There was a limit to the amount of picking-on he would stand for. And anyway, work done under pressure was rarely ever well done. What was the answer?

Digging down into the root of the trouble the management found that the real honest-to-goodness reason more calls were not made on new accounts, was that a suc-

cessful big-buyer salesman does not like to do business with the small-town man. He couldn't help but show it, which made it unpleasant all around. Then, again, the salesmen disliked to call on the less-informed merchants because it meant a lot of kindergarten educational work. They had to start in and explain who the company was, that it had a factory in Chicago, that it made good corsets, and go all through that agony. It meant hard work, with small returns.

To meet this condition it was decided to do two things. First, use advertising in publications read by the merchant, to acquaint him with the name and product, and, secondly, to *require each salesman to organize a sales force of his own*. Thus the salesmen making Texas continued to make Texas, but he sold only the big buyers. At each strategic center he located a resident salesman, who worked under him and was responsible to him. These sub-salesmen were "high grass town" men. They could talk to Hiram Jones, who kept the cross-roads store at Podunk in a heart-to-heart way. The smallest orders looked good to them, and no merchant was too small to cultivate.

HELPING THE SALESmen SELL

The plan worked out famously well, just as it has worked out for dozens of other concerns who have followed similar lines. It left the big-calibred man free to concentrate on the big-calibred buyers, and provided a sure means of working the territory thoroughly. But as might be expected, difficulties soon began to arise. The sub-salesmen went over their territories, and helped by the advertising, closed a lot of new accounts. But it soon developed that there is a lot of difference between having an account on the books and having an account that keeps re-ordering merchandise. It was necessary to back up the personal sales work with some sort of merchandising assistance direct from the home office. And right there we strike snag number

three: How to get salesmen to appreciate the help that the advertising department can render and to use it.

Of course the trade-paper advertising was given a co-operative twist and that helped a lot. It not only brought in direct requests for co-operation, but it had the greater effect of causing the dealer to ask the salesman about it, and in this way sell the salesman on the value of the department from the outside. But even with business-paper advertising, a great many of the salesmen still had their doubts as to what good the advertising department's stuff was to their customers.

"Well," reasoned Albert W. Luce, the advertising manager, "there is only one way to convince those fellows and that is by an actual demonstration. I can plainly see that talking is never going to do the work." So, Mr. Luce set out to demonstrate. For one whole year he kept accurate tab on the work that every salesman did. He kept count on the "drumming requests" each man made, of the electro's they ordered out, of the special co-operation requested and anything that in any way showed the salesman profiting from the advertising department. Then at the end of the year a convention was called—and the figures read. It made a conclusive case for advertising. It removed once and for all from most of the salesmen's minds any doubts that they had on this subject.

For instance, the case of two salesmen working similar territories in the Southwest were shown. The salesman who didn't believe in advertising and reasoned out that the advertising department's co-operation was all right for the other fellow did a business represented by the figure one. On an adjacent territory another salesman under similar conditions did a business represented by the figure ten. Needless to say this last salesman used the company's advertising for all there was in it. It was the same in Western Ohio, in Northern

Wisconsin, in New York State, and in fact the whole country over. The figures showed that on an average the salesman that worked with the advertising department, and talked advertising sold from two to five times as much as the salesman who elected to go it alone.

This is a condition which is by no means exclusive to the corset business. In nearly every line bigger sales would be chalked up, and more new accounts opened, if the salesmen were sold once and for all on the value of advertising co-operation by some actual demonstration. At any rate this Gage-Downs experience seems to indicate that if you do not feel your men are opening up as many new small accounts as they should, the thing to do is to make it easy for the salesmen to close new accounts, and then teach them to lean on the advertising department for help in keeping up the repeat sales.

Publishers' Own Space Contributed for Government Copy Not Advertising

The Postoffice Department has just ruled that publicity matter for governmental war activities in second class publications, where such matter is inserted free by the publisher, does not constitute advertising as defined by the postal zone act now in effect.

Public announcements, even though set in the form of advertisements, for Liberty Bonds, war savings stamps, Red Cross, food conservation, etc., for which the publisher does not receive directly or indirectly any compensation, are regarded as announcements of public information concerning Governmental activities.

Where, however, space is contributed for such matter and paid for either by an advertiser who has contracted for the space, or by a contributor for the good of the cause, it is regarded as advertising matter and subject to the zone rates for the advertising sections.

The Postoffice Department has ruled also that information printed by a publisher on his editorial page concerning his advertising or subscription rates, without soliciting advertising or subscriptions, is not advertising within the meaning of the act.

New Appointments on "McClure's"

George E. Cummings and Lloyd R. Wasson have joined the advertising staff of *McClure's Magazine*.

War Industries Board Suggests Way to Save Paper

Through Its Pulp and Paper Section Sends Out Questionnaire to Business Paper Publishers—Opinion of Publishers Is Sought on Various Suggested Reforms

THE War Industries Board, through T. E. Donnelley, chief of the Pulp and Paper Section, has sent out a questionnaire to publishers of business papers through which it is intended to find ways of economizing in the use of paper. This is the questionnaire, already referred to in PRINTERS' INK, suggested to the board by business-paper publishers during the recent conference in Washington.

Seventeen proposed means of paper-saving are enumerated and publishers are asked to give their opinions of each. The Pulp and Paper Section does not thus far, intimate that these economies are to be obligatory. It does say, however, in the letter with the questionnaire, "If you believe that complying with any of these suggestions will disastrously affect your business, will you kindly state your reason concisely?"

The recommendations, on which the opinion of publishers is asked, are as follows:

1. Subscriptions should be cut off at date of expiration.
2. All exchanges and free copies should be eliminated.
3. Only one free copy to each advertising agent and to each current advertiser.
4. The discontinuance of sending sample copies to the public except one copy to prospective subscribers and limited to 1 per cent of circulation.
5. The privilege of returning unsold copies by newsdealers should be discontinued.
6. Undue stimulation of circulations by premiums, clubbing or other artificial means should be stopped.
7. We suggest the discontinu-

ance of exceedingly low or nominal subscription prices.

8. Careful restriction of overruns which are printed for files, office copies, etc.

9. The discontinuance of giving other than imperfect copies to employees.

10. The most careful scrutiny of press room wastes. We suggest the preparation by the Paper Conservation Committee of Publishers of a table of standard wastes for different types of presses and paper.

11. The discontinuance of all circulation guarantees to advertisers.

12. Organizations should not be permitted to include the cost of subscriptions to their own organ in their annual dues for membership.

13. The reduction of the weight of paper as speedily as may be accomplished to the lowest possible limit; this limit in the case of inside stock, other than colored inserts requiring heavier stock for mechanical reasons, to be not over 25x38-50 for super, 25x38-45 for machine finish, and 25x38-40 for news.

14. The procuring of paper and all other materials from the nearest available source of supply.

15. Consideration should be given to the possibility of reducing the size of type and more sparing use of leads to save pages.

16. Margins should be reduced to the narrowest possible limit without regard to appearance provided that such actions would not prevent the printing of the publication upon presses especially constructed for wider width of paper.

In case trimmed size of periodical cannot be changed, where possible a larger type size of page for reading matter should be adopted and saving made in number of pages.

17. Such publications as issue an annual index of contents should restrict its distribution to those subscribers who specifically state that they want copies as the index is of value only to those maintaining complete files in bound form or otherwise.

"One poor scene spoils the show"

In a letter from the Executive Manager of the Associated Advertising Clubs we find the following interesting and profitable thought:

"If the advertisements of ten of your clients were highly interesting, but if ninety other advertisements in the same publication were decidedly uninteresting and unattractive then the 90% would hurt the 10%.

"In other words, it is only because advertising, as a whole, is attractive, instructive and helpful, that its power is so great."

This explains why the advertising pages of responsible specialized business publications have such a powerful hold on and secure such close attention from their readers.

The bulk of the advertising in them has a direct business interest for nearly every reader. An interest which is unforced, legitimate and natural.

One of the cardinal principles of our business is to carry no advertising which is not germane to the field served by the publication.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Coal Age

Engineering News-Record

Electrical World

American Machinist

Electrical Merchandising

Electric Railway Journal

Engineering and Mining Journal

Chemical and Metallurgical Engineering

Members of Audit Bureau of Circulations

"Why Should I



HE was a very obdurate and inflexible man.

For many months he had promised to "drop in and look us over." Something had always intervened. Perhaps it was lack of interest. He had heard of us—yes. He knew that we were efficient—that we advertised our service attractively and that for sixteen years we had been identified with many of the most substantial accounts in the country.

He yawned as we at last cornered him in our offices and ran down the list of good and sufficient reasons why the relationship would be valuable.

No—there was no reason for him to change his method of ordering art work. It was a mean proposition any way you looked at it. He was buying in the open market as occasion arose, and—hang it—artists were a "crazy bunch," take them at their best.

"Why should I buy Ethridge art?" he finally observed, with more frequent yawns.

And just then the Metropolitan Life clock boomed the noon-hour.

We invited the obdurate and inflexible man out to lunch.

The Club service didn't make a hit with our guest.

He fussed and fidgeted and complained. His appetite never reached a sharp whet. He called the waiter a number of thoroughly aggressive names, and by the time the cigars were reached, the lunch might have been put down as another international disaster.

An obdurate and inflexible man rather likes to be asked why he is so. It's a weakness. And so we put in a query.

"Well," he snorted, "it's just this way. I am accustomed to dine at another club. They know me and my preferences. I get the sort of service I like. Pilot Crackers are my pet munch. There they are, in a dish, the moment I sit down—don't have to ask for them—don't have to explain. They're not any old Pilot Crackers—they're MY favorite brand . . . and my tea . . . orange Pekoe . . . I'm very fond of it . . . I start off my luncheon with it . . . I prefer it served in thin China and with two extra pots of boiling-hot water on the side . . . I want to see the steam rising from that hot water . . . one lump and a half of sugar no more, no less . . . no cream. Year in and year out, the same waiter serves these things in identically the same way. He never makes a mistake . . . don't have to ask for orange Pekoe . . . don't have to specify a lump and a half . . . don't have to demand thin China and the extra hot water. I want a sip of water the moment I sit

THE ETHRIDGE

Consumers Building
CHICAGO

25 East 26th Street
NEW YORK

Buy Ethridge Art?"

down. It must be a certain kind of water . . . I DON'T want ice in the glass . . . I detest ice-water. At MY club these peculiarities are understood. A man has a perfect right to arrange his own diet to suit himself. Over there I DON'T HAVE TO ASK FOR A GLASS OF WATER MINUS ICE . . . DON'T HAVE TO EXPLAIN. Dining around at strange places would soon give me nervous prostration. My club has learned ME and MY ways . . . it's a hardship for me to go anywhere else."

We had him!

He had unwittingly spread a snare for himself. He had given verbal expression to a perfectly wonderful comparison. And as he was an obdurate man—an inflexible man on very intimate terms with his own stomach, the juxtaposition of the two ideas seemed ideal.

And so we put it to him point blank. Wasn't it reasonable to suppose that what was true of club service might be true of art service?

For him to buy art indiscriminately, here, there and everywhere, was certain to result in added trouble, worry and dissatisfaction. Each individual artist would, of necessity, be compelled to learn his idiosyncrasies . . . what he did like . . . what he didn't like. What was appropriate, what was inappropriate. As like as not the artist would bring graham crackers instead of Pilot biscuits . . . and bring them at the end of the meal or in the middle of it rather than at the start.

How distracting it is to have coffee brought when you drink tea! And when you have an antipathy for ice-water you rise in your wrath at the clink of ice in the glass. Moreover, you are wasting valuable time!

The obdurate and inflexible man smiled. He couldn't help it. It was

the very first human, likable sign he had shown. For at heart, he was quite like all the rest of us.

So, following an excellent lead, we went on to tell him that The Ethridge Association of Artists was virtually his own "art club" . . . once we grew to know him and his ways the unavoidable and inevitable cares of ordering art would be surprisingly minimized. WE would do the worrying for him . . . we would bear the greater burden . . . we would grow to understand definitely that he preferred Pilot biscuit and was thoroughly English when it came to a luncheon beverage. There were ninety of us, expert in our service and tempered by practical experience. The moment his letters of instruction came in the table would be set HIS way. No long sieges of explanation . . . no rehearsing of this or that . . . no delay or disappointment. Wasn't it better to do business this way? Wasn't it very sensible to suppose that an organization of this kind could master his problems, economically and with less wastage of grey hairs and grey matter, than if Tom, Dick and Harry were called in on the spur of the moment? Tom was never known to live up to promises; Dick had an unhappy way of getting things wrong, and Harry . . . well, Harry was never in the same studio or at the same address longer than two months at a time.

The obdurate and inflexible man nodded.

He was smiling again, too, behind the smoke of his Perfecto.

"I hadn't looked at it from quite that angle before," he said, "I wonder why in the world they don't have an ash tray handy. Now down at MY club they bring one the minute you light a cigar."

ASSOCIATION OF ARTISTS



The Message of the Black Book

"It certainly does put a crimp in some of our fine old pet notions. It reveals a new slant and a different angle"—so writes an old seasoned advertiser.

The Black Book is a revelation in far-reaching economic advertising. It is an unfolding of new ideas, new methods and new opportunities.

In this book are all the facts and figures gathered in a complete and exhaustive canvass of the All-Fiction Field,—a vast amount of tremendously live information.

Every national advertiser and every progressive agent should see the Black Book. It shows you how to reach more than one-and three-quarter millions of new prospects, at

74c per Page per Thousand

All-Fiction Field

Room 710, 280 Broadway, New York
1152, 122 So. Michigan Ave., Chicago

Doubleday, Page & Co.
The Frank A. Munsey Company
The Ridgeway Company
Street & Smith Corporation

Adventure
Ainslee's
All-Story
Detective Story
People's

Short Stories
Smith's
The Argosy
The Popular
Top-Notch

"The Field of Greatest Yield"



Industrial Advertising Appealing to Employer and Employee

How the Ordnance Department by Skilful Advertising Is Keeping the Boss and the Workman on the Job

By D. P. Carpenter

PRESIDENT WILSON said at the convention of the United Mine Workers of America: "The safety of America and the whole honor and dignity and success of her action in the present crisis of the world, depend upon the workingman's fidelity and energy and devotion."

And when he said workingman, I believe he meant the man in the silk as well as the flannel shirt—the owner of the factory or shipyard as well as the man who operates the drill press or welds the plates. No man or group of men at this time has any corner on patriotism—and there are right attitudes and wrong attitudes in the directors' room as well as in the foundry.

The work or lack of work of every man and woman will shorten or lengthen the war, and more and more hypocrisy is giving way to common sense. Very few appeals which have been made for an increase in productive effort have had this two-sided appeal, but it is coming gradually and will be more and more noticeable from this time on.

In the advertising campaign carried on by the Ordnance Department, which is to-day the largest industrial enterprise in the world, this two-sided appeal is made to some extent,

as is shown in the posters and envelope enclosures pictured in this article. All the copy has a positive rather than a negative suggestion, with the idea that all men do their best work by proper encouragement—not by criticism—and the severest criticism that can ever come to a man is not to find fault with him, but not to notice him at all. When a man is not noticed he knows that he has not gained recognition or approval, and recognition of a man is the first



THIS "BIT" IS EQUIALLY IMPORTANT

step in building in him the will to do and to help win the war. By recognition, approval and positive suggestion men put forth their best efforts and lay off less; and laying off applies as well to the boss as to the wage earner in the moulding rooms.

The advertising campaign designed to increase production in the thousands of plants working on ordnance material was started and has been under the direction of Capt. C. R. Dickinson, formerly editor of "Little Cos" for the *Cosmopolitan Magazine*, and later associated with the Frank Presbrey Company.

At the start of this campaign a list of all plants in the country making munitions, steel helmets, harness and the several hundred other items under the supervision of the Ordnance Department was secured, and a letter giving a brief outline of the service contem-

plated was written to this list. Enclosed in this letter was a questionnaire asking such details as prevailing nationalities and racial groups, number of men and women employed, whether or not the plant had facilities for showing motion pictures, and for the addresses of speakers.

Each plant was also asked to designate one man who would receive and be responsible for the display of posters and the proper use of all other advertising material. No firm was put upon the final active mailing list until each question was answered and a man designated. A definite service of two posters and one envelope stuffer a month, motion pictures, display of material, appeals by racial groups all designed to bring home to the individual the evil results of carelessness, the necessity for maximum production, and the fact that every article made by the war worker goes direct to France to give his friend and neighbor a fair chance in his fight, was then started.

The first poster issued by the Ordnance Department, called "Not Just Hats Off to the Flag, But Sleeves Up for It," met with a great response and seems to have in its spirit the doubled sided appeal, the hats in the distance apparently belonging to Tuesday afternoon golf players as well as machinists who lay off on Monday.

In the second poster shown the idea of team-work is carried to the worker and in the background the responsibility of the factory as a whole, including the president, is suggested. In the pay envelope enclosure illustrated, the copy on the reverse side bears upon the two-sided



MORE THAN ONE MAN BEHIND THE GUN

appeal. The copy is as follows:

"Your labor counts. The work each one of us does here has a direct bearing on the outcome of the war, whether we operate a blast furnace or a typewriter, a drill press or a multigraph machine. Every man and woman, employer or employee, on Government work is in the war to the finish, and every ounce of work we do helps some soldier who is fighting over there."

One million of these enclosures were distributed to workers, owners and employees alike in every part of the country.

Linked up closely with the campaign of posters and envelope stuffers, a series of motion picture films was sent out to firms having facilities for showing them, which brought home to each individual the thought that his work counts—that it is recognized—and that the product of his work goes to France to play a real part in the war, and that

No Man's Land stretches from Flanders to San Francisco.

In special plants speakers address the workers and emphasize the idea of team-work, co-operation and loyalty brought out by the posters and the advertising literature. Such talks, in connection with motion pictures, have been delivered recently by Major Mutter, of the Canadian Army, and by Arthur Guy Empey, of "Over the Top" fame. Munition workers were admitted to these and similar meetings merely by proving their identity as war workers, and speeches of this character have had a good effect in linking up the actual fighting front with the work of the shop and factory.

Six hundred or more large manufacturing concerns working on war material have already installed motion picture projecting machines. The films released by the Ordnance Department have been of two kinds.

1. The patriotic appeal, linking

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

up the shop with the trench.

2. An appeal to pride of craftsmanship and emulation, such as was shown by films picturing French and Italian gunmakers and machinists at work.

Motion pictures speak every language and every dialect and have proved of great value in this work of linking up the man in the shop with his companion soldier over seas. Special scenarios in



THOUSANDS OF THESE ENVELOPE EN- CLOSURES WERE DISTRIBUTED AMONG LABORERS AND EMPLOYERS

which this connection will be made more evident, are now in preparation.

In much of the direct work attempts have been made to appeal by racial groups where English is not understood. When the citizens of a subject race like the Czechoslovaks are continually reminded that every extra shell they turn out helps destroy the dynasty which has oppressed them for hundreds of years, when the memory of persecution and burned schoolhouses, and forced education under an alien race, is linked up with the fight of democracy to free all subject races, the new patriotism is linked up with an age-old desire for self-determination.

The advertising in newspapers of large industrial centers carried on by the Ordnance Department has been described in a previous issue of PRINTERS' INK. In one city twenty-four full pages were run with a marked decrease in turnover.

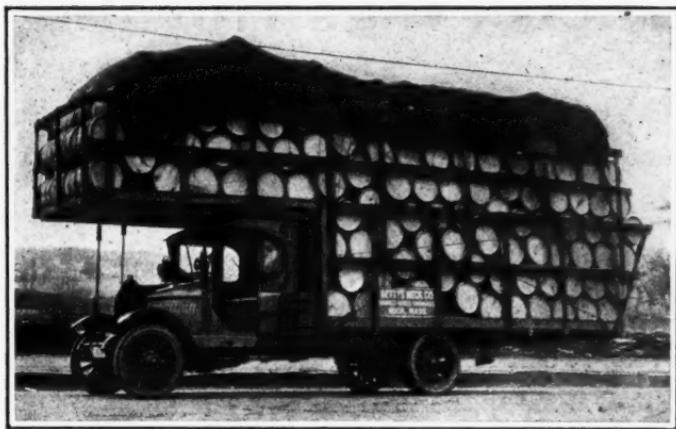
In addition to the direct appeal in advertising, the ordnance campaign has tended to focus the attention of the public upon the importance of the war worker's labor, has furnished the same incentive that the well-filled grandstand does in a baseball game, and has secured recognition of his importance from his neighbors.

BADGE SAYS "THIS MAN IS NO SLACKER"

As a further step in giving recognition to the man who makes what the soldier fights with a war badge has recently been worked out by a board representing several branches of the Government, and has been authorized by the Secretary of Labor. These badges will be awarded to civilian workers employed for at least four consecutive months in industries where work is sufficient in volume to require the supervision of a Government official or in a plant certified by the head of a Government department as of sufficient importance in war production to have badges issued. Service bars will be added for employment beyond four months.

In addition to giving recognition to war workers—identifying men whose services are necessary and honoring them—the awarding of these badges should also result in cutting down the turnover of labor with its resultant waste. In this case, as in the others, the same badge can be worn by the owner and by the employee—both of them workmen for the big boss, Uncle Sam, in his struggle with the forces which are trying to crush him.

When a man or woman who works faithfully, receives official recognition of this sort, not only does Lizzie Smith stop calling Tom a slacker because he isn't in uniform, but the community recognizes and honors the man.



(This motor truck and one man do the work formerly requiring three men, three horse-trucks and six horses—Leslie's Motor Department is helping many businesses to similar transportation efficiency and economy.)

Big Increases in Motor Truck Advertising

A comparison of motor truck advertising in the four weeklies of largest circulation—the first six months of 1918 compared with the same period of 1917:

	<i>In percentage</i>	<i>In pages</i>	<i>In cash</i>	<i>In lines</i>
Leslie's	187% gain	20 gain	\$29,400 gain*	13,196 gain
2d weekly	12% gain	6 gain	\$27,200 gain*	3,534 gain
3d weekly	29% loss	13 loss	\$65,000 loss	8,940 loss
4th weekly	35% loss	9 loss	\$27,000 loss	6,852 loss

*Increased rate 1918.

Motor truck advertisers are using Leslie's because so many motor truck buyers are reading Leslie's.

Leslie's

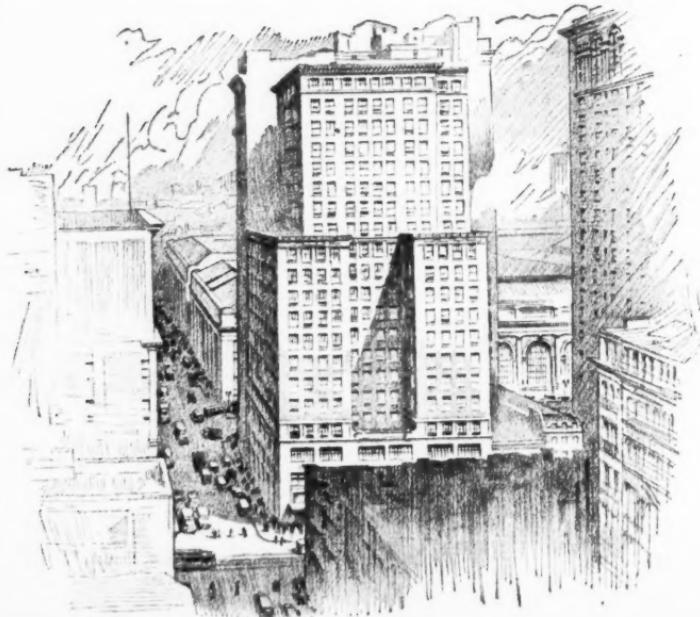
Illustrated Weekly Newspaper
Established in 1855

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle

There Was Nothing

We simply **had** to move or put desks on the walls and ceilings—which was not very practical.

The International Committee and War Work Council in charge of Y. M. C. A. War Work formerly occupied 35,000 square feet of floor space. But its activities have kept growing, growing, growing until it now needs nine full floors in the Equitable Trust Building. And there's not much elbow room at that.



Else for Us to Do

You see, the Y. M. C. A. is doing big things. Over 700 people are hard at work here in New York headquarters. For, in addition to its regular welfare work the "Y" is buying supplies and conducting 1,000 Post Exchanges in France. That's keeping store with a vengeance *and* under not a few difficulties.

Most people think of the Y. M. C. A. as doing a splendid work, but comparatively few actually realize the *size* of the job. Likewise there are some advertisers who have not yet recognized the present advertising advantages of Association Men, the official organ of the Y. M. C. A. Since September its circulation has more than doubled. And this is *home* circulation.



the class magazine of general interest

F. C. FREEMAN, Business Manager A. P. OPDYKE, Advertising Manager

347 Madison Avenue, New York

CHAS. L. EMRICH, 19 S. La Salle Street, Chicago, R. G. McHENRY

Newspaper advertising is a great power any day of the week, but the Sunday issue has the following natural advantages:

- Every copy goes into a home.
- It has more readers per copy.
- It is read more leisurely.
- It lives longer.

500 Reward

I WOULD like to receive constructive suggestions showing the value of Sunday newspaper advertising. \$500.00 will be paid for the ten best letters from men and women actively connected with the advertising of national products, as follows:

First Prize.....	\$200.00
Second Prize.....	100.00
Third Prize.....	75.00
Fourth Prize.....	50.00
Fifth Prize.....	25.00
Sixth to Tenth Prize, each.....	10.00

Put your name and address on the carbon copy and send it in a plain sealed envelope attached to the original copy, which is to be free from any marks of identification. After the ten best letters are agreed upon, the envelopes containing the duplicates will be opened to find the names of the winners. This method insures a square deal.

Letters must be received by Sept. 1st, 1918, at 82 Boylston Street, Boston, Mass.

H. Barnard
Advertising Manager.

BOSTON SUNDAY ADVERTISER AND AMERICAN

CIRCULATION BY STATES

Government statement—average for 6 months ending April 1, 1918
Massachusetts, 236,509 Rhode Island, 45,230 New Hampshire, 15,248
Maine, 21,269 Vermont, 11,122 Connecticut, 9,621 Total, 338,999

Babson Explains Trade-Mark Value to Legislators

Considerable Interest Shown in His Plea That the New Revenue Bill Make Fairer Provision for Created Values in Good-will

Special Washington Correspondence

HERE are symptoms that the value of good-will will be recognized in the new tax bill now being formulated at Washington. At least, some of the legislators are showing a disposition to consider a fairer basis of taxation than that provided by the present law.

One of the chief grievances of advertisers against the revenue act of 1917 was that the intangible value of a trade-mark could not be recognized in figuring the excess profits tax, unless it had been bought and paid for with cash or its equivalent. The value that had been created for the trade-mark by advertising and good administration generally did not count.

Roger W. Babson, the statistician, was a witness the other day before the Ways and Means Committee. He explained his mission in appearing at the Capitol by saying: "The message I have to bring is to get you men, if possible, to give greater consideration to good-will, especially good-will secured through advertising. In the work which we do for our clients that appears to us as the great injustice of the present law.

"For instance, I have in mind a man who owns some asbestos land. This land is worth little or nothing. The question came up as to whether he should get an engineering expert to develop that land and take his chances on selling the product or whether he should get an advertising expert to create a demand for that product and then prepare to develop the property. In the first place, if he takes the money and uses it and gives it to the engineer and lets him hire day laborers to work up that proposition, he can charge those expenses to invested capital and they are recognized by you

as invested capital. If, however, he gets a publicity man and uses that money to develop a market for the product, then that is handled and treated by you on an entirely different basis."

Congressman Fordney interrupted to ask: "Do you not think that there is a difference in the value of the asbestos mine where you employ a large number of men to open it up and develop it and prove the value of the product in the ground and where you advertise the product of that mine not knowing what is in the ground?"

"No, sir, I do not," replied Mr. Babson. "I think there is where the whole thing is being approached from the wrong viewpoint, because the demand comes first. We must have the demand before we have business. There would be an engineer's report in the first place and, of course, the man would want to be sure there was something there before he started his advertising campaign; but my point is that you should not make a distinction, as I see it, between the man who develops good-will through advertising a hotel, for instance, and a man who develops good-will through interior decoration."

A TRADE-MARK'S VALUE

Asked by Congressman Sterling how he would estimate the value of good-will, Mr. Babson answered: "I would estimate the value of good-will by what it would bring in the market; what the business would bring in the market."

"You would estimate its value on its earning power?" inquired Representative Sterling.

"No; not on its earning power," was the reply. "There is a distinction there. I would estimate its value on what it would earn

up the shop with the trench.

2. An appeal to pride of craftsmanship and emulation, such as was shown by films picturing French and Italian gunmakers and machinists at work.

Motion pictures speak every language and every dialect and have proved of great value in this work of linking up the man in the shop with his companion soldier over seas. Special scenarios in



THOUSANDS OF THESE ENVELOPE EN-
CLOSURES WERE DISTRIBUTED AMONG
LABORERS AND EMPLOYERS

which this connection will be made more evident, are now in preparation.

In much of the direct work attempts have been made to appeal by racial groups where English is not understood. When the citizens of a subject race like the Czechoslovaks are continually reminded that every extra shell they turn out helps destroy the dynasty which has oppressed them for hundreds of years, when the memory of persecution and burned schoolhouses, and forced education under an alien race, is linked up with the fight of democracy to free all subject races, the new patriotism is linked up with an age-old desire for self-determination.

The advertising in newspapers of large industrial centers carried on by the Ordnance Department has been described in a previous issue of *PRINTERS' INK*. In one city twenty-four full pages were run with a marked decrease in turnover.

In addition to the direct appeal in advertising, the ordnance campaign has tended to focus the attention of the public upon the importance of the war worker's labor, has furnished the same incentive that the well-filled grandstand does in a baseball game, and has secured recognition of his importance from his neighbors.

BADGE SAYS "THIS MAN IS NO SLACKER"

As a further step in giving recognition to the man who makes what the soldier fights with a war badge has recently been worked out by a board representing several branches of the Government, and has been authorized by the Secretary of Labor. These badges will be awarded to civilian workers employed for at least four consecutive months in industries where work is sufficient in volume to require the supervision of a Government official or in a plant certified by the head of a Government department as of sufficient importance in war production to have badges issued. Service bars will be added for employment beyond four months.

In addition to giving recognition to war workers—identifying men whose services are necessary and honoring them—the awarding of these badges should also result in cutting down the turnover of labor with its resultant waste. In this case, as in the others, the same badge can be worn by the owner and by the employee—both of them workmen for the big boss, Uncle Sam, in his struggle with the forces which are trying to crush him.

When a man or woman who works faithfully, receives official recognition of this sort, not only does Lizzie Smith stop calling Tom a slacker because he isn't in uniform, but the community recognizes and honors the man.



(This motor truck and one man do the work formerly requiring three men, three horse-trucks and six horses—Leslie's Motor Department is helping many businesses to similar transportation efficiency and economy.)

Big Increases in Motor Truck Advertising

A comparison of motor truck advertising in the four weeklies of largest circulation—the first six months of 1918 compared with the same period of 1917:

	<i>In percentage</i>	<i>In pages</i>	<i>In cash</i>	<i>In lines</i>
Leslie's	187% gain	20 gain	\$29,400 gain*	13,196 gain
2d weekly.....	12% gain	6 gain	\$27,200 gain*	3,534 gain
3d weekly.....	29% loss	13 loss	\$65,000 loss	8,940 loss
4th weekly.....	35% loss	9 loss	\$27,000 loss	6,852 loss

*Increased rate 1918.

Motor truck advertisers are using Leslie's because so many motor truck buyers are reading Leslie's.

Leslie's

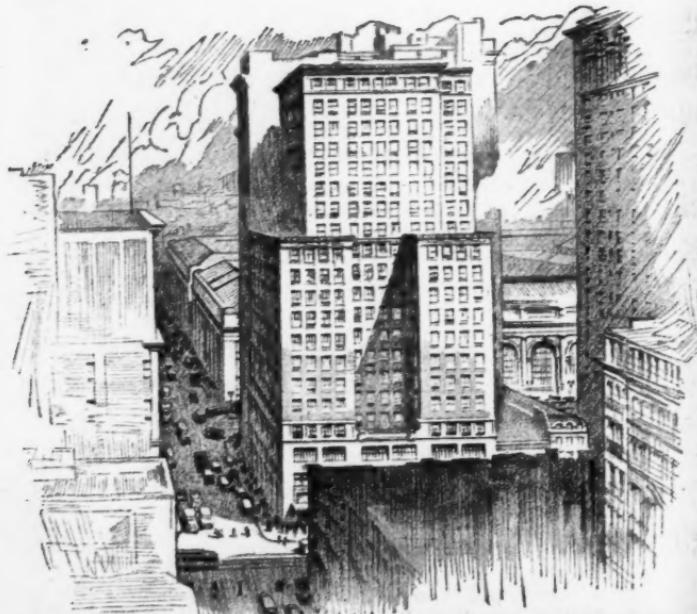
Illustrated Weekly Newspaper
Established in 1855

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle

There Was Nothing

We simply *had* to move or put desks on the walls and ceilings—which was not very practical.

The International Committee and War Work Council in charge of Y. M. C. A. War Work formerly occupied 35,000 square feet of floor space. But its activities have kept growing, growing, growing until it now needs nine full floors in the Equitable Trust Building. And there's not much elbow room at that.



Else for Us to Do

You see, the Y. M. C. A. is doing big things. Over 700 people are hard at work here in New York headquarters. For, in addition to its regular welfare work the "Y" is buying supplies and conducting 1,000 Post Exchanges in France. That's keeping store with a vengeance *and* under not a few difficulties.

Most people think of the Y. M. C. A. as doing a splendid work, but comparatively few actually realize the *size* of the job. Likewise there are some advertisers who have not yet recognized the present advertising advantages of Association Men, the official organ of the Y. M. C. A. Since September its circulation has more than doubled. And this is *home* circulation.



the class magazine of general interest

F. C. FREEMAN, Business Manager A. P. OPDYKE, Advertising Manager

347 Madison Avenue, New York

CHAS. L. EMRICH, 19 S. La Salle Street, Chicago, R. G. McHENRY

Newspaper advertising is a great power any day of the week, but the Sunday issue has the following natural advantages:

- Every copy goes into a home.
- It has more readers per copy.
- It is read more leisurely.
- It lives longer.

\$500 Reward

I WOULD like to receive constructive suggestions showing the value of Sunday newspaper advertising. \$500.00 will be paid for the ten best letters from men and women actively connected with the advertising of national products, as follows:

First Prize.....	\$200.00
Second Prize.....	100.00
Third Prize.....	75.00
Fourth Prize.....	50.00
Fifth Prize.....	25.00
Sixth to Tenth Prize, each.....	10.00

Put your name and address on the carbon copy and send it in a plain sealed envelope attached to the original copy, which is to be free from any marks of identification. After the ten best letters are agreed upon, the envelopes containing the duplicates will be opened to find the names of the winners. This method insures a square deal.

Letters must be received by Sept. 1st, 1918, at 82 Boylston Street, Boston, Mass.

J. Barnard
Advertising Manager.

BOSTON SUNDAY ADVERTISER AND AMERICAN

CIRCULATION BY STATES

Government statement—average for 6 months ending April 1, 1918
 Massachusetts, 236,509 Rhode Island, 45,230 New Hampshire, 15,248
 Maine, 21,269 Vermont, 11,122 Connecticut, 9,621 Total, 338,999

Babson Explains Trade-Mark Value to Legislators

Considerable Interest Shown in His Plea That the New Revenue Bill Make Fairer Provision for Created Values in Good-will

Special Washington Correspondence

THREE are symptoms that the value of good-will will be recognized in the new tax bill now being formulated at Washington. At least, some of the legislators are showing a disposition to consider a fairer basis of taxation than that provided by the present law.

One of the chief grievances of advertisers against the revenue act of 1917 was that the intangible value of a trade-mark could not be recognized in figuring the excess profits tax, unless it had been bought and paid for with cash or its equivalent. The value that had been created for the trade-mark by advertising and good administration generally did not count.

Roger W. Babson, the statistician, was a witness the other day before the Ways and Means Committee. He explained his mission in appearing at the Capitol by saying: "The message I have to bring is to get you men, if possible, to give greater consideration to good-will, especially good-will secured through advertising. In the work which we do for our clients that appears to us as the great injustice of the present law.

"For instance, I have in mind a man who owns some asbestos land. This land is worth little or nothing. The question came up as to whether he should get an engineering expert to develop that land and take his chances on selling the product or whether he should get an advertising expert to create a demand for that product and then prepare to develop the property. In the first place, if he takes the money and uses it and gives it to the engineer and lets him hire day laborers to work up that proposition, he can charge those expenses to invested capital and they are recognized by you

as invested capital. If, however, he gets a publicity man and uses that money to develop a market for the product, then that is handled and treated by you on an entirely different basis."

Congressman Fordney interrupted to ask: "Do you not think that there is a difference in the value of the asbestos mine where you employ a large number of men to open it up and develop it and prove the value of the product in the ground and where you advertise the product of that mine not knowing what is in the ground?"

"No, sir, I do not," replied Mr. Babson. "I think there is where the whole thing is being approached from the wrong viewpoint, because the demand comes first. We must have the demand before we have business. There would be an engineer's report in the first place and, of course, the man would want to be sure there was something there before he started his advertising campaign; but my point is that you should not make a distinction, as I see it, between the man who develops good-will through advertising a hotel, for instance, and a man who develops good-will through interior decoration."

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without additional advertising, so to speak, that is its momentum. I use this illustration. We have a certain train. It is being hauled by an engine. If the coupling should be pulled out and the engine should pull away, that train is going to travel a certain distance on the track by itself. Now, that distance the train would travel without that engine is what I call the good-will."

At another point in the discussion, Mr. Babson, after explaining that good-will must depend entirely on the value of the business ventured the opinion that "it might be anywhere from 6 to 40 per cent."

Congressman Rainey quizzed Mr. Babson on a concrete case. Said he: "The R. J. Reynolds Tobacco Company has put out a brand of cigarettes which they call the Camel cigarettes. Their advertising consists of the picture of a camel on the packages. They hold that copyrighted picture to be worth \$10,000,000 and have been offered that much for it and could sell it for that amount. There is nothing to go except the picture and you could put any kind of cigarette in that package and the valuable thing is the picture, which they have copyrighted. Do you think that ought to be estimated at \$10,000,000?"

GOOD WILL VALUED BY SALABILITY OF BRAND

"Yes, sir, I do," replied Mr. Babson. "My idea would be to have good-will determined by the salable price of the brand."

There was an amusing brush between Congressman Fordney, who argued that "it did not cost anything" to "put on this homely camel picture," and Mr. Babson, who insisted that "it cost millions to put it there" and incidentally the business expert remarked: "If we are ever going to develop our foreign trade after this war it is absolutely essential that we encourage the development of trade-marks."

Elaborating on the subject in connection with recital of his discoveries in South America, where he made three trips on commission

from Secretary of the Treasury McAdoo, Mr. Babson expressed the belief: "The great success of the German development of foreign trade has been in the use of brands and in the encouragement by the German Government of brands and good-will, and what little success we have had in South America has been by the few concerns who have thus far established brands."

Dinner Given C. A. Gordon

On Tuesday July 16, a dinner was given at the Waldorf-Astoria Hotel, New York, in honor of C. A. Gordon.

The hosts were George M. and Joseph B. Seaman, president and vice-president of the Seaman Paper Company.

It was a testimonial to Mr. Gordon, who has been connected with the Seaman Paper Company, but is leaving August 1 to become assistant to Hugh J. Chisholm, president of the Oxford Paper Company and a director in many other large corporations, including railroads, shipyards, street-car companies, gas and electric companies.

The guests included Henry Schott, of Montgomery Ward Company, Chicago; Arthur Lynn, National Cloak & Suit Co.; Hugh Chisholm; L. M. Bicford, vice-president Oxford Paper Company; Cromwell Jones, Regenstein Colorotype Company, Chicago; J. A. Moore, vice-president International Magazine Company; James Outterson, president Carthage Sulphite Pulp & Paper Company; F. D. Bull; Mark Adler, of Rochester, and the sales staff of the New York office of the Seaman Paper Company.

Mr. Gordon was for several years treasurer of the Perry-Dame Company, New York, which he helped organize, and previous to that was with the New York City Car Advertising Company.

Speeches were made by a number of the guests in which tributes were paid Mr. Gordon.

American Writing Paper Adds to Staff

Edward B. Mullen, formerly of the staffs of the *New York Sun*, *New York World*, and *Evening Journal* and late publicity director of the Universal Film Manufacturing Co., has joined the advertising department of the American Writing Paper Company, Holyoke, Mass., to assist Fred Webster, advertising manager, on special editorial and publicity work.

Scharon With Hyatt

William A. Scharon, formerly of the advertising department of Packard Motor Car Company and the Timken-Detroit Axle Company, has been appointed advertising manager of the tractor bearings division of the Hyatt Roller Bearings Company, of Detroit.

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Helping Business Papers Follow Your Layout Ideas

How Federal Motor Truck Company's Vocational Advertising Is Fitted into Class Papers

ONE of the big problems of the advertiser who uses many business papers, particularly if his product is one which can be advertised in nearly all classes of these papers but which needs to have a separate appeal in each class, is to fit his copy and layout to the varying space and other requirements.

The Federal Motor Truck Company is using many class papers. The appeal, also, which would sell a motor truck to a laundry would not reach the plumber or transfer man.

Each month new copy is prepared for each paper, including a special illustration, etc. The layout, however, cannot be varied, with practical results, in each class of papers without unnecessary expense for art work, etc.

So one single layout is made each month, and all the copy and illustrations designed for this one layout. Usually the layout is one which can be set from stock rule ordinarily found in the composing rooms.

This standard layout is set up, just as it is desired to have it appear. All space to be filled with copy that will change is filled with directions instead of with copy, and in the style and size of type desired, giving the effect of a complete advertisement, but providing layout and directions only.

The headline, for instance, says,

"Follow This Style of Type for Main Heading." Under the illustration, instead of a caption, is the following: "Copy 'A' in this space. Set in light face italics and about this width and size of type."

The body of the layout-ad is

Copy "A" in this space. Set in light face italics and about this width and size of type.

FEDERAL

One to Five Ton Capacities

THIS IS NOT AN ADVERTISEMENT, BUT INSTRUCTIONS FOR A STANDARD LAYOUT

made up of the main instructions: "Copy 'B' in this space. Set in this style of type as near as possible and proportionately this width.

"Be sure and set rules around this ad exactly as shown. If your page is larger than this, then use slightly heavier rule.

"These instructions are for page approximately this size (size of layout). If your page is 9x12, you will find that we have taken this into consideration and mailed you cuts proportionally larger.

"Please be sure to insert correct key number."

These simple instructions have almost entirely eliminated the considerable difficulty previously encountered in getting copy set according to instructions.

Business paper compositors need directions that can be followed. A pencil layout not only is apt to lack something in clearness, but also may call for material not available. Another thing also is that the compositor, not being able to see the finished job as ordered, may underestimate its value and think he can make it better. If it is only a pencil layout, he is apt to consider it as a suggestion only.

The set-up layout, however, overcomes all these objections. The compositor must see that the advertiser, having enough interest in the ad to have had the layout set up, and knowing what he wants definitely enough to do so, has a right to consideration in the setting of his ad. It also is pretty certain to be definitely clear as to what is wanted, and it will almost certainly be followed in every essential detail.

Nearly all the objectionable, bothersome set-up problems in this kind of advertising grow out of the ambiguity of the instructions and their interpretation. Words are of value only to the extent that they convey a meaning, a mental picture, to the reader, and since the experience of each person determines for him the shade of meaning of most words, there is apt to be a wide variation in the meaning of words as used in instructions. The right words need to be used in such instructions, and written so they can be easily and accurately read—or rather so they cannot be otherwise than accurately read.

The Federal copy man says his troubles have been greatly sim-

plified by these "animated instructions," and his vocabulary of "cuss words" is nearly useless, so generally are his ads set to his satisfaction.

Growth of Aerial Mail Service

The importance attached to the establishment of the Airplane Mail Service and the confidence felt in its development is shown by the resignation of Captain B. B. Lipsner of a commission in the regular army to take charge of its operation, and by the action of the War Department in accepting his resignation for this purpose.

The service has gone far beyond the experimental stage; its practicability has been thoroughly established by the record made since its inauguration between Washington and New York on the 15th of May. The many problems to be worked out are such as pertain to its improvement, economical operation and further economy in time.

Captain Lipsner's surrender of an army commission to undertake this work is in anticipation of the very wide extension of the service which he and others who have made a study of the question expect to come with the termination of the war, when hundreds of airplanes and many aviators who have been in the military service will be available.

Captain Lipsner is a specialist in automobile engineering, aeronautic and mechanical maintenance.

Changes in Cole Motor Company

H. R. Hyman, advertising manager of the Cole Motor Car Company, Indianapolis, will take on the duties of promotion manager in addition to his supervision of the advertising. In this latter capacity Mr. Hyman succeeds J. D. Riker, who has resigned to enter the Army. The Cole company also announces the appointment of J. E. Roberts as general sales manager in place of C. P. Henderson, who will take charge of the company's sales on the Pacific Coast.

Lanng Goes with New Orleans Bank

E. R. Lanng has become advertising manager and publicity director of the Hibernia Bank & Trust Company of New Orleans, having left the Chambers Advertising Agency, of that city, with which he has been associated for the past three years.

Wm. H. Duff in Y. M. C. A.

William H. Duff, II., secretary of Barker, Duff & Co., Pittsburgh, has enlisted in the Y. M. C. A. for a year's service and will leave for France September 1.

“EYES OF YOUTH”

THIS is the title of one of the plays of the season. With apologies to the author, we would like to borrow the term for use as the heading of this article, because it expresses precisely what we have in mind.

It is the Eyes of Youth that read most faithfully the Hearst newspapers; it is to them these papers appeal; it is because of the Eyes of Youth these papers prosper.

The Hearst papers are pre-eminently the spokesman of Young America.

Youth has its faults. Sometimes it believes too much, hopes too much, dares too much.

It is radical. Sometimes it seems overconfident. It discounts danger. It has a dizzy faith in its star.

But for all that it is the sap of the world.

If it brings danger, it also causes progress.

If it upsets settled traditions, it also uproots old frauds, removes old institutions that have ceased to be useful, blows away ideas that once were green and juicy, but now are withered.

The Eyes of Youth question all things.

When the Hearst papers entered the field of American

journalism Special Privilege had entrenched itself everywhere. Clever and unscrupulous men had taken advantage of their less nimble-witted neighbors, and through huge wealth units were reaching out to control the nation.

They dominated Business. No enterprise that defied them was allowed to live.

They controlled the Political Parties. Senators and Congressmen were their puppets. Campaigns were waged with their money.

They reached out to dominate Public Opinion. They exerted a tremendous influence upon the Press.

They used a fraction of their great moneys to contribute to the Church, to Education and to Charity. So doing they were creating the impression that whoever was attacking them and their methods of amassing money was also an

enemy to Society and to all humane effort.

Into this situation, where the autocratic hand of unlimited wealth was slowly bringing about a paralysis of initiative, an undoing of democracy and a condition of rule by a favored Class, came the Hearst newspapers with the Eyes of Youth.

They questioned the whole programme with the recklessness of youth, that cares more for Truth than for sacred Traditions, more for Men and their Lives than for Money and its Rights.

They began to ask, "What is best for the People?" without regard to the profit or loss to any class. They stood for the Common Good, heedless of the alarmed shrieks of Pride and Prejudice.

They uttered Democracy.

They made vocal the unsaid will of the great populace.

They spoke for them that heretofore had perforce been indignantly silent; for the Farmer, the Brakeman, the Storekeeper, the Stenographer, the Independent American everywhere that wanted only a chance to stand on his own feet and conduct his business as he chose.

The Hearst papers were not champions of any one class. Not of the laborer as against

the capitalist, but for the just rights of both.

They thus became one of the most unifying factors in American life. They, as much as any other agency, made the worker in the factory and the worker in the bank or office feel that the spirit of America is co-operation, not competition. "Each for all and all for each" is the road to true Americanism.

To America, already stagnating morally because of her enormous increase in the things of luxury, growing into the old-age way of estimating all values by the dollar mark, came the Hearst papers with the Eyes of Youth.

They penetrated frauds. They looked through the armor of platitudes. They saw the Truth. And with voice unafraid they told what they saw.

The American people responded. The success of the Hearst papers has been the event of the new century.

Hailed at first as dangerous, radical, trouble-making, having sinister motives, unscrupulous and all such things, by those whose withers were being wrung, they may safely be said to have outlived this storm of abuse, and to have established themselves in the hearts of the American people.

For they saw with the Eyes of Youth. They spoke with

the courage of youth. They struck with the vigor of youth.

The Hearst papers do not wish to pose as holier-than-thou reformers.

They entered the business to succeed as business institutions as well as editorial influences, which is an honorable ambition.

Prosperity is essential to power, and they conceived that the surest road to prosperity for a newspaper is the same road a dry-goods store or plow factory must take—strict integrity, absolute sincerity and persistent honesty.

They believed that the American public in time would respond to the efforts of a newspaper which day in and day out showed itself faithful to their interests. That confidence was well founded.

They laid their course by the north star. They placed entire reliance upon the principle that "Honesty is the best policy." In spite of storms and fogs, in spite of dangers and threats, they steered straight ahead.

That is why they have safely anchored in the port of public approval.

They saw. They had vision. For theirs were the Eyes of Youth. And they did not flinch.

Perhaps the Hearst papers

have made some mistakes. Perhaps they may make some mistakes in the future. They are human institutions, and who may not make mistakes?

"The man who does not make mistakes," said ex-Congressman Fitzgerald the other day at the Iron and Steel annual banquet, "never accomplishes anything."

No man knows the future. This Republic is forging forward into the unknown. No one but Almighty God knows what the future has in store for us.

All of us guess wrong at times when we come to decide upon what is best to do.

But there are certain general principles that never vary. If we see those and stick to them we shall never go far astray. If we ask ourselves at each step, "What is Right? What is Just? What is for the benefit of all, and not of some one class?" we shall speedily slough off our errors and advance upon that course Destiny has marked out for us.

This the Hearst papers rightly claim to have done. They have been intensely human, and thus liable to error.

But they have been Eyes to the American people, and Eyes of Youth, through which this great people could see unclouded the vast purposes of Destiny, the unshakable laws

of Justice, the everlasting pillars of Democracy.

When the President of the United States appeared before Congress and declared that the time had come for this country to line up with the other democracies of the world and resist the power of autocracy, the Hearst papers were among the first to enlist.

They threw their whole strength into the support of the war. And it was not a half-hearted and critical support.

They have stood squarely behind the lawfully elected Administration. The Commander-in-Chief of our Army and Navy has never had occasion to be distressed or alarmed at their attitude.

Highbrows and lowbrows have been busy finding fault. From disappointed politicians on the one hand to egotistic irresponsibles on the other, there have come snarlings and carpings at our regularly constituted authorities. What support they have given the war has been accompanied by an invariable sneer at those who are for us conducting the war. They have never handed the bread of praise to the Allies without spreading it with the butter of contempt for our President and his advisers.

The Hearst papers have never shared in this con-

temptible policy. Their backing of our cause has been 100 per cent.

They urged the draft. They advocated the larger navy. They worked for a mighty merchant marine. They exerted every energy to secure the success of the campaigns for the Liberty Loans and the Red Cross.

They saw that this is the Only Way.

Because theirs are the Eyes of Youth; Eyes of Faith, not Doubt; Eyes of Loyalty, not Criticism; Eyes of Confidence, not Pessimism.

The Eyes of Youth are not afraid of the Truth. It is the Truth that makes men free. It is the Truth that makes men strong.

The Hearst papers, so long as they continue their policy of Truth for Truth's sake, Truth alone without fear or favor, have no doubts as to their future.

For it is John Milton who wrote what they believe, and what the Eyes of Youth see:

"Though all the winds of doctrine were let loose to play upon the earth, so Truth be in the field, we do ingloriously, by licensing and prohibiting, to misdoubt her strength. Let her and Falsehood grapple; who ever knew Truth put to the worse in a free and open encounter?"

Cantaloupes Enter the List of Advertised Farm Produce

Crutchfield & Woolfolk Trying Out a Campaign that Demonstrates Interesting Principles

IN searching for the advertisers of to-morrow one promising place to look is among the producers and distributors of fruits, vegetables and other farm produce. In probably no other field are there so many undeveloped advertising opportunities. Furthermore, it is a field in which the need for more advertising is very great.

It is encouraging to know that this need is being recognized. Every year increases the number of advertisers of farm products. The latest rookie in the ranks is Crutchfield & Woolfolk, of Pittsburgh, who are trying out a campaign on cantaloupes in Buffalo, Cleveland, Detroit, and Pittsburgh.

One may ask what is to be accomplished by advertising cantaloupes? The question is fortunate because it happens that this fruit offers a particularly shining mark for advertising. The cantaloupe business has never been entirely satisfactory. If advertising can overcome this condition, it will afford a striking illustration of how advertising can put a business on a better basis and at the same time benefit the consumer.

Uncertainty has been the chief difficulty in cantaloupe buying. There never has been any adequate means whereby the buyer could judge a cantaloupe. It was largely guesswork. Some people

seem to have a sixth sense that enables them to pick out a good cantaloupe every time but most of us possess no such power. One time we will pick out a ripe, luscious melon, and the next time the one we draw will be green or rancid or flavorless. A person cannot go to a store and say that



"REASON-WHY" COPY FOR CANTALOUPE

he wants a cantaloupe like the one he had the last time and be sure of getting it. This uncertainty has kept many persons from buying melons as freely as they otherwise would.

What was needed, of course, was some brand or trade-mark that would be a guarantee of the

uniformity of the melons marketed under it. People have known that certain kinds of cantaloupes or those coming from certain districts were likely to be better than others, but they did not always know how to recognize these kinds.

Putting a brand on the goods to be advertised, so that the consumer can identify them, is always the first step in a campaign.



Most
Melons
Drink Too Much

TOO much water makes cantaloupes ferment and sour in transit or on the fruit stand—makes them insipid. That's why Cactus Cantaloupes are grown in the fertile valleys of the Golden West, where there is little or no rain and where just the right quantity of water can be fed to them by irrigation to give a delicious flavor and long-keeping quality.

Poppy Cantaloupes

are big, plump, flavorful melons. They are grown from pedigree seeds and ripened on the vines, so that they will get the full benefit of the rich soil and clear air and sunshine and be fully sugared—instead of being soaked in water like pickles and ordinary melons. That's why they have such a distinctive flavor and such melting meat. And a small seed cavity means more meat.

Look for the brand name on crate label.

CRUTCHFIELD & WOOLFOLK
Wholesale Distributors
PITTSBURGH, PA.

GRAPHIC PRESENTATION OF ADVANTAGES OF IRRIGATION
CANTALOUPE

This Crutchfield & Woolfolk have done. They are very large factors in the cantaloupe trade, handling about 3,000 cars annually. A car contains from 300 to 400 crates. Of the brands they have used, "Poppy" has been selected as the one to be advertised, although two other brands, Cactus and Columbine, are coming in for some mention in the copy.

But a trade-mark alone is not enough. To be successfully ad-

vertised the trade-mark must stand for something definite in the product. There has to be something in the product worth advertising or the campaign will fall flat. Mere talk will not do. Surrounding the goods with a halo of superlatives will not convince people that they should buy them. Unless the advertising has an economic basis, the campaign cannot have a solid foundation.

This applies especially to the advertising of cantaloupes. If people still have to take a chance on getting unripe or sour melons, what is the sense of advertising? Crutchfield & Woolfolk realized this and took pains to see that the product itself was right before they attempted to advertise it.

Poppy cantaloupes, it is claimed, possess uniform qualities, which may always be depended on. These qualities have been carefully developed. One piece of copy explains how. It says:

"Thank bees for the tantalizing flavor and the sweet, juicy meat that fairly melts in your mouth, found in Poppy brand cantaloupes. And thank them, too, for the thin rind and small seed cavity, which mean almost all meat

and little waste. For it is due to these industrious workers that all of the above qualities are found in Poppy cantaloupes.

"To get the good qualities of all melons into one brand, various kinds of melons that possessed desirable features were planted close together. Then the little bees, in their daily work, carried and mixed the pollen of the different flowers until one brand of cantaloupes was grown that com-

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bined the big size, the luscious flavor, the small seed cavity, the thin rind and the lasting quality of all these melons."

The distinctive qualities of Poppy cantaloupes, it seems, are due to the fact that they are grown under irrigation. The advertising elaborates on this point. Here is the way it is brought out in a typical piece of copy:

"Nature is bountiful with her blessings. But she sometimes undoes her own work. Cantaloupes are an example. They draw their sweetness from the soil. But they lose it when subjected to heavy rains. That is why so many cantaloupes have an insipid, washed-out flavor. To be sure of cantaloupes that are full-flavored and sweet, insist upon Poppy cantaloupes.

"These melons are grown in the rich soil of a dry climate—scientifically irrigated to prevent the over-saturation that robs ordinary cantaloupes of their sweetness and taste.

"Not being watery, Poppy cantaloupes keep longer than any other melons. This means that they can be picked after they have sugared—and as a result they are sweet and ripe when they reach your table. You'll notice the difference at the very first mouthful.

"Poppy cantaloupes are distinguished by the extra fine netting. Insist on the name being on the crate label."

The campaign, which was prepared by Frederick J. Low, of the Mutual Service Corporation, of New York, will run during the cantaloupe season or for three or four months. There are twenty-six pieces of copy in all. It is mostly six-inch, double-column in size. A few of the pieces are nine inches single column. The copy fairly bristles with talking points. This is the most striking fact about the campaign. That so much can be said about cantaloupes is truly surprising. Of course, chief emphasis is put on the fact that the Poppy wrapper removes uncertainty from canta-

loupe buying. The desirability of the melon as a food, especially during these days of conservation, is brought out. Newspapers and some painted boards in the four cities already mentioned are being used. Copy is also appearing in two or three papers reaching the produce trade. The campaign is purely experimental. If it succeeds, as there is every reason to believe it will, it is likely that its scope will be extended next year.

Says Wage Earner Works Harder If He Can Buy Luxuries

G. R. Hussey, president of the Baird-North Company, Providence, mail-order jewelers, tells *PRINTERS' INK* that his company expects to advertise this fall in much the same manner as formerly. He does not believe that the Government has any definite plans regarding the curtailment of "non-essential" business "except that they do not want to break up existing conditions any more than is absolutely necessary for the conduct of the war."

"Business in our line," says Mr. Hussey, "at the present time, is good. We believe that it will be good this fall and are making our plans accordingly. We cater to the middle class of people—the wage earner, the farmer and the salaried man. All these people are making more money than ever before, particularly the farmers and wage earners. While they are all putting a great part of their money into necessities of life and the Liberty Loans and War Savings, there is still a desire on the part of these men and families to possess certain so-called luxuries which they have never before been able to obtain."

"I believe that the worker in munition plants, ship yards and mines will be best contented to stay on the job eight hours a day and six days a week when he has an opportunity to spend a portion of his extra money on the niceties of life to which he has been heretofore unaccustomed."

Davidson to Represent "Scientific Mechanics"

Robert P. Davidson who has represented *McCall's Magazine*, New York, in the West for eight years, has been appointed Western manager of *Scientific Mechanics*, New York.

Joins Brown Advertising Agency

Elinor English has been added to the staff of the Brown Advertising Agency, Inc., New York, as manager of the service and art department.

Comments on the 30th Anniversary of "Printers' Ink"

THE AMERICAN SUGAR REFINING
COMPANY
NEW YORK

Editor of Printers' Ink:

To many of us *PRINTERS' INK*'s goodness is so taken for granted as to go unrewarded with even an occasional word of acknowledgment. Each of us has recalled a period when *PRINTERS' INK* was temporarily unavailable, and then were we most impressed with its value. *PRINTERS' INK* has the peculiar quality of making the individual feel that it is printed particularly for him.

To a man, the thirtieth birthday usually brings the beginning of greatest usefulness, even though he has already achieved big things. We forecast the same for *PRINTERS' INK*, needed in these war-days when sales and advertising men are traveling uncharted seas.

Good luck to the old standby.
O. C. MOSLEY,
Advertising Manager.

INTERNATIONAL SILVER COMPANY
MERIDEN, CONN.

Editor of Printers' Ink:

I am certainly interested in reading the thirtieth anniversary editorial.

How quickly years pass! It seems only a short time since it was the twentieth anniversary you were celebrating and if I mistake not, I gave you an article which was published in that issue, comparing conditions as I saw them with what they were according to my recollections fifteen or more years before.

I very well remember the copies issued during Mr. Rowell's activity and at the time I came with this company (then the Meriden Britannia Co.), we were on a free list and when *PRINTERS' INK* arrived, unless I saw it first, it was liable to land in the waste basket because twenty-five years ago its importance as a trade paper was not generally recognized. I might say, however, that it was seldom

overlooked by me and the result is that I have an almost complete file dating from 1893.

In later years when Mr. Rowell's policy was to cut off complimentary copies requiring actual subscriptions accompanied by real money, it was not necessary to urge me to renew from year to year, as its value has been appreciated, reflecting as it has what was new and interesting in the advertising and journalistic field.

I have noticed recently the discussion either for or against the handy *PRINTERS' INK* size. Don't change it! It is just right in its present form. The old time flavor would be destroyed although I have no doubt its contents would be as substantial and satisfying from a strictly business standpoint. It would not be the same to us who have known *PRINTERS' INK* all these years.

Congratulations!
INTERNATIONAL SILVER COMPANY,
W. G. SNOW,
Advertising Manager.

AMERICAN EXPRESS COMPANY
NEW YORK

Editor of Printers' Ink:

I think your editorial for *PRINTERS' INK*, passing the thirty-year mark, is very modest.

You have sat back and watched advertising pass through the patient medicine and circus stage to the greatest merchandising and public opinion-molding factor of this period.

During this evolution, *PRINTERS' INK* has always stood for the more dignified business-like aspect of the profession, and by chronicling the advancement made by one, has helped to encourage all others.

My own opinion about the advertising field is that advertising in general has been more successful in selling merchandise and in selling commercial personality than it has in selling itself. A good many people protest and

"The report of the circulation for June of the Philadelphia Bulletin shows an average daily sale of 425,055 copies. This is the greatest circulation ever enjoyed by The Bulletin, and is the greatest circulation of any newspaper in the history of Philadelphia.

"One feature of the record circulation of The Bulletin is the fact that it is on a two-cent basis, and at a time of the year when circulation records are made in a reverse way—low rather than high.

"Another feature is that the June record is about 10,000 copies more than the greatest circulation of The Bulletin at the one-cent price in the best season of the year.

"The wonderful accomplishments of The Bulletin are the chief topic of discussion in publishing and advertising circles."

The Fourth Estate.

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin. Its circulation figures have always been on a net basis; all damaged, unsold and free copies have been omitted.

You can dominate Philadelphia

at one cost by concentrating in

The Bulletin

"the newspaper nearly everybody reads"

June Average 425,055 Copies a Day

The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Verree
Steger Building

Detroit Office
C. L. Weaver
11 Lafayette Bldg.

With the assistance of

George E. Cummings
Boynton Hayward
Lloyd R. Wasson
H. B. Morrill

in the East

and

Fred E. Mann
Western Manager

the Advertising Department of

McCLURE'S

has a big story to tell of the circulation growth which has come from our "Win-the-War" policy.

Adrienne

Business Manager

kick against untrained vice-presidents, sales managers and general managers entering the field with their corrections and approvals, but as I look over the field, I think it is the leaven of the unimaginative, strictly commercial mind, which has counteracted the too fanciful and imaginative mental equipment of the average advertising man.

Advertising, on the whole, seems to me to be very poorly sold, particularly newspaper and magazine advertising. It would amaze you to know how many solicitors come into an office, whose opening sentence is, "You are using the *Daily Clarion*, why don't you use the *Daily Bugle*?"; or, "Why can't we come in for some of that money?"; or, "Our circulation is greater than theirs, we ought to have the copy!"

These are all samples of advertising salesmanship which prejudice people, who have a fleeting faith that there is something good in advertising. Again, it would astonish you, or maybe it wouldn't to know how many very reputable papers advance catch-penny advertising schemes, which on the face of them any business man would pronounce valueless.

All of this as a prelude to the comment that during your history, PRINTERS' INK articles have been analytical and constructive from a merchandising standpoint. You have helped many firms analyze their own business in its relation to the market. With the exception of one or two agencies who made a cursory study of our business prior to making a stab for our account, I have not interviewed one single advertising salesman who has prepared himself in advance to talk intelligently on the problems which face our particular company. I have, on the other hand, drawn parallels in your columns which were very helpful to me.

As you say in your editorial, one doesn't like to become a common scold, but to take a pride in advertising, as a whole; and one would like to see the profession, itself, sold by its salesman with the same ethical considera-

tion and insight as ordinary merchandise is sold.

As I once told you, I made my first acquaintanceship with PRINTERS' INK while a freshman at Harvard, when my room-mate won a year's subscription as a prize. That was fifteen years ago, and if all of your readers have derived as much benefit and pleasure from its columns as I have, you may consider yourself very much of a public benefactor.

DOUGLAS MALCOLM,
Advertising Manager.

SAMUEL CABOT, INC.
MANUFACTURING CHEMISTS
BOSTON, MASS.

Editor of PRINTERS' INK:

I have read the editorial which appears in PRINTERS' INK celebrating your thirtieth anniversary.

I have been a reader of PRINTERS' INK since 1889 and consider that its influence upon the advertising community has been so important that the strongest editorial claim could be justified, much stronger than your modesty is likely to permit you to put forth. I can think of no other influence that is at all comparable to it.

SAMUEL CABOT, INC.,
MARCH G. BENNETT,
General Manager.

THE ROBBINS & MYERS CO.
MANUFACTURERS OF ELECTRIC MOTORS, GENERATORS AND FANS.
SPRINGFIELD, OHIO

Editor of PRINTERS' INK:

I have just read your editorial in the July 18 issue of PRINTERS' INK.

The only comment I have to make is, that you are entirely too modest in stating some of the things PRINTERS' INK has accomplished during its thirty years' existence. After all—though I don't see how you can begin to tell of the many good things it has done for advertising in the limited space you have available for your editorial and I do not know if it would be advisable to try it—as every reader of PRINTERS' INK knows from experience the work it has carried on for the past thirty years has been one of the greatest

single factors in making advertising the tremendous force it is to-day.

As one of your readers who has never missed a single issue of PRINTERS' INK since he first became interested in advertising, I wish to express my appreciation for the invaluable help and inspiration I have received from the pages of PRINTERS' INK.

With best wishes for your continued success.

C. H. CLARK,
THE ROBBINS & MYERS CO.

HENDEE MANUFACTURING COMPANY
INDIAN MOTOCYCLES
SPRINGFIELD, MASS.

Editor of PRINTERS' INK:

I have been indeed pleased to read the editorial in your July 18th issue.

In the first place, let me extend my congratulations, not alone for the fact that you have successfully published your magazine over a period of thirty years, but more essentially for the fact that during that period you have presented to those officials of practically every up and going company the very best thoughts in advertising and selling, as well as all the other important phases of merchandising.

I do not know of another publication which demands such a close inspection and which creates so much interest, especially among the advertising men, as this little publication, for although small in size, it is gigantic in scope and influence.

I personally felt, during one of our salesmen's conferences that if there was a weak spot in our advertising and selling programme it was due to the fact that we had not perhaps carefully or thoroughly sold our own sales representatives our advertising and selling plans. I felt, and had for a long time, that the frequent lack of real active interest among our dealers was that our salesmen were not putting across the various advertising units which make up our complete advertising programme. In my endeavor to find out if our men were abreast the

times and were endeavoring to gather all the new thoughts which were to be obtained regarding advertising and selling I decided it would be a good test to find how many were reading such publications which best represented this portion of the merchandising phase of our business.

I asked them first what publications they read through while on the road, or during any portion of the year when they might be at their homes. It was indeed regrettable to notice that fiction magazines to a great degree prevailed, although we had one man who was a reader of PRINTERS' INK.

At the conclusion of this investigation I made the following suggestions: That every man subscribe and read thoroughly PRINTERS' INK, and if they cared to, supplement this reading with the reading of *System*. A year after, after checking this up carefully during the year as I came in personal contact with the salesmen, I found that practically all of them had subscribed to either one or the other and in most cases to both publications.

One knows and realizes that the advertising fraternity almost religiously reads PRINTERS' INK, and more and more the other members of sales organizations are looking to this publication for the advance thoughts and suggestions which are constantly occurring there.

Much of the propaganda which has been a part of your constant fight for better conditions has unquestionably done its part toward correcting and improving conditions.

As a suggestion, I feel that an important feature which should be well covered in PRINTERS' INK from now on and for a long period, is the matter of foreign advertising. There exist to-day large numbers of advertising men who have complete understanding of all the functions necessary to successfully merchandise products in this country, but I question very much if there are many of them who have a combined understanding of domestic and

(Continued on page 53)

This is number five of a series of advertisements which should convince you of the importance of *Illustrated World* as an advertising medium.



Number six of this series will appear in next week's *PRINTERS' INK*. Watch for it.

Ideal for Try-Outs

Advertisers who are planning campaigns for new or established products should give serious consideration right now to the fact that *ILLUSTRATED WORLD* offers an ideal medium for try-out campaigns.

The 130,000 live, responsive men and women who make up its reader-audience can be reached and sold at the extremely low cost of 96c per page per thousand of circulation.

\$125.00 buys a full page in *ILLUSTRATED WORLD*. The circulation is guaranteed by A. B. C. Audit.

NEW WORLD WAR ATLAS

*containing large scale maps of all battle fronts.
It should be on every advertising man's desk.
Ask for your copy. It's free to executives.*

Illustrated World

Publication Office:
58th Street and Drexel Avenue
Chicago, Ill.

Eastern Advertising Office:
381 Fourth Avenue,
New York City



¶ STANDARDIZATION: We are learning to make our heads and hands work together—to think in exact terms, to rightly appraise what really counts in getting results. This new idea that is sliding a ship down the ways every 24 hours and vitalizing the methods of our factories is “standardized production.”

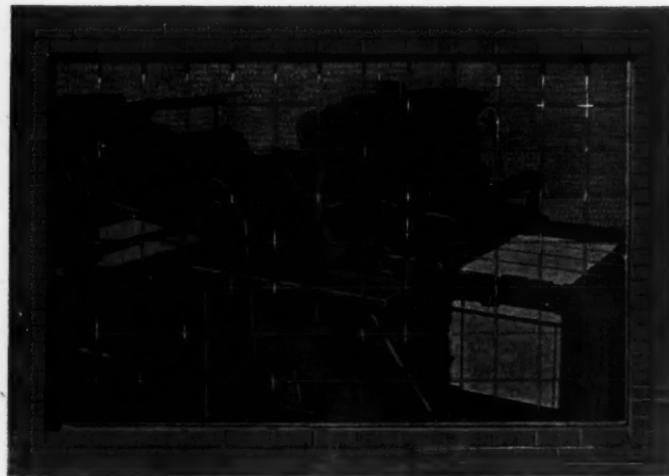
¶ And what is “standardized production”? It is finding the irreducible minimum—of labor, time and materials in securing a result; linking together in the most efficient way—men, methods and the might of modern machines. In a word, thinking in terms of “manufacturing.”

¶ In its application to the needs of big business, printing is essentially a “manufacturing” problem. To attain a result without unnecessary

expenditure is to raise work to its highest plane of productivity and perfection. Even art needs this restraint and nice judgment of practicality.

¶ And in the end 'tis the big, simple thing that "gets over". The public is a far-flung audience—to reach folks in the "back seats" as well as those in the "boxes," you must speak in the resounding voice of "volume".

¶ Let us "standardize" your printing through our "production-analysis" so that it can be "manufactured" economically—in volume. For when a thing is done in a big way it's done in the best way.



Among the superpresses—flat delivery Rotaries that print at the rate of 5,000 sheets an hour.

Jersey City Printing Co.
New York Office, 1123 Broadway



Dignified

A dignified, impressive cloth-bound booklet reflects the character of your establishment. It looks important to the subordinates who guard an executive's time and attention. Most of all, it appeals to the big business man who cannot be approached by ordinary paper-covered booklets.

Cloth covers not only fittingly represent the sender, but they present his message to the reader in a high-class way. They stage the interview so that everything favors the subsequent solicitation. Their substantial, worth-while appearance suggests the re-reading and reference that result in sales.

Ask any printer or binder to show you samples of

Interlaken Book Cloth The standard since 1883



Write today for our cloth-bound booklet,
"Getting Your Booklet Across." It gives some
interesting facts about the economy of cloth covers.
Address Interlaken Mills, Providence, R. I.

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foreign advertising, for the ramifications surrounding foreign advertising are so saturated with an enormously large amount of detail, together with conditions not found in our domestic field, that the men associated in advertising work have been unable to devote the necessary time to gather a true conception of foreign advertising. I believe we all need a more comprehensive viewpoint of foreign advertising because of the important part it will play when victory comes to the Allies.

It seems to me that there is no better way or no quicker way in which to obtain some of the necessary fundamentals than through the publication which has always been more the teacher than anything else, so why isn't it feasible and a highly efficient function to cover the various phases of foreign advertising in even a more tangible manner than ever before?

I feel that I have made perhaps a too extensive reply in that my letter may be a repetition of thoughts and appreciation held by other advertising men and which have already been presented to the people who have so successfully produced PRINTERS' INK. However, I feel a desire to give expression to my appreciation for I want you to know that I personally have a high respect for PRINTERS' INK, which is weekly diligently reviewed by myself.

J. A. PRIEST,
Advertising Manager.

MERRELL-SOULE Co.,
SYRACUSE, N. Y., July 18, 1918.
Editor of PRINTERS' INK:

When PRINTERS' INK was established in 1888, None Such Mince Meat had been four years on the market, and has been advertised continuously throughout the life of PRINTERS' INK—over thirty years. So, in the measure of time, we are actual contemporaries, and the growth of PRINTERS' INK to its present enviable standardized position in the advertising world is quite in keeping with the position of None Such Mince Meat as the standard Mince Meat of the world.

I have read, with great interest, your July 18 issue's leading editorial, announcing the thirtieth birthday of P. I. It is intensely interesting, and lays down a record which, in a very great measure, is the history of advertising during those thirty years.

Will you please accept our congratulations as from a concern that has advertised one item throughout your career, and has been given much inspiration and help in the numberless pages of your past issues.

The PRINTERS' INK staff, from the office boy up to its editor, are benefactors, and we extend congratulations and best wishes for several more thirty-year periods of success and prosperity.

Very truly,
MERRELL-SOULE Co.,
W. B. CHERRY,
Adv. Mgr.

Bakers' Time to Advertise Is Coming

The decision of the food administrators in several cities prohibiting bakers from advertising bread is a wise one at this time, when every baker's effort should be toward a curtailment of his production rather than toward an increase of trade, which comes to him easily enough these days. After the present restrictions placed upon the manufacturer of bread are removed, however, the wideawake bakers will find plenty of opportunity to do considerable advertising, telling the housewives what they did for them in time of war, and appealing to them for their continued patronage in times of peace. In fact, we believe that after peace is restored bakers ought to do more advertising than ever before if they wish to hold the trade that has now come to them by reason of extraordinary conditions.—*Baker's Weekly.*

No "Hoarding" Advertising in Canada

The Canada Food Board has made it plain that no "hoarding" appeals will be tolerated in advertisements of food distributors. The license of a Nova Scotia firm was suspended for ten days as a penalty for advertising flour and sugar, urging buying in quantities in excess of allowed amounts because "the price is advancing."

The Canada Food Board does not prohibit advertising of these foods but deprecates it. It has made it very plain that advertisements of a character tending to defeat conservation of food supplies will not be tolerated.

The Scarcer the Supply the Stronger Is Safety Razor Advertising

Manufacturers Unwilling to Allow Customers to Backslide to the Old-Fashioned Razor

THESE are great days in the safety razor world. At least two prominent manufacturers of safety razors are taking full page newspaper and magazine space in behalf of their razors and blades.

The American Safety Razor Company, Inc., of Brooklyn, has started a campaign of full pages in newspapers for its Ever-Ready razor in New York city and Washington, D. C., and expects to extend the campaign to other

not so long ago advertised to suggest that holders of its "demonstrators" send them to some man in the service.

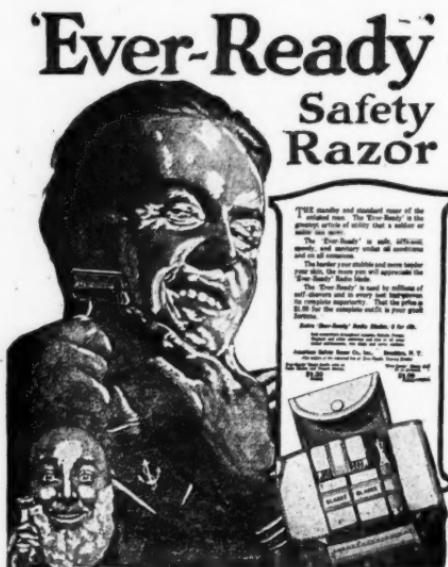
And the Satimo Corporation of New York is advertising a combined hair cutter and safety razor.

In general, except in the case of the newly introduced product, the advertising of these and other companies is not primarily aimed to cultivate new markets, but to secure and possibly pre-empt existing markets in the face of extraordinary conditions.

The difficulty in the safety razor field, as in so many other industries just now, is not one of demand, but of supply. It is a difficulty not unmixed with blessings. The country's stock of the so-called old-fashioned straight edge razor is on the wane. The shutting off of imports from Germany, and England, too, which were the great source of imported supply for this style of razor, is the explanation of this. One of the greatest of the British cutlery houses which had hitherto been sending into the United States large quantities of some of the finest razors in the world, is

sending none at all.

This situation has been of benefit to American manufacturers, and it is said that the Geneva Cutlery Company, of Geneva, N. Y., is now the largest manufacturer of this style of razor in the world. This company is advertising in the magazines.



EVER-READY'S FULL-PAGE NEWSPAPER COPY

localities. This is in addition to its magazine advertising.

PRINTERS' INK has already published an account of the service campaign being developed by the Gillette Company in various zones of the country, in which large newspaper space is included.

The Durham-Duplex Company

For generations the standard issue of the Army and Navy had been straight-edge razors, but it is significant now that the Government is purchasing safety razors by the hundreds of thousands.

The Government orders naturally have priority and some of the more prominent makers of safety razors and blades will not take orders for delivery until after the fifteenth of August. The cutlery buyer of one of New York's largest retail stores told the writer that it is almost useless to try to get such goods at present.

In fact, there is a world shortage of razors. Some time ago the Canadian authorities appealed to the country to send to a central point for collection for the military forces razors of any description that the individual might have to spare, and a nondescript mountain of curios resulted.

The natural sequence of this shortage has been a great demand for razors of any description in the home market, and with the Army and Navy competing with civilian life for goods, it has followed that retailers serving the civil population have had to be patient in awaiting supplies.

This state of affairs has been the cue for a good many of the smaller class of retailers, whose stocks do not move so fast as the larger stores, to boost the price of blades considerably over the advertised price, and some of the manufacturers view this tendency with decided disfavor. Moreover, retailers who cannot get their normal supplies, or any supplies at all, are making the best of the situation by taking the opportunity to push the sale of stropping devices for safety razor blades, so that they may last longer. Inasmuch as the blade end is the profit producer of this business, it is hardly advantageous to get self-shavers in the habit of prolonging the life of a five-cent edge many days beyond its average period of usefulness. It also tends to defeat the "no stropping, no honing" talking point of the safety razor advertisers.

In connection with keeping the prices of blades within the manufacturer's advertised limits, and in view of Gillette's service campaign previously mentioned, it is interesting to note that this company has taken a lease on a corner store at Broadway and Maiden Lane in downtown New York, at a rental over the term of approximately \$125,000. Here it is said the company will establish a retail store run on the lines of the store conducted in the same neighborhood by the Waterman fountain pen people.

Such a market situation as previously outlined is not one where the average manufacturer would think of advertising as a way to help him smooth out his difficulties.

But if the reader remembers one of the fine points of the Gillette campaign, he will recollect that this is not primarily a drive to sell razors. It is rather to get owners to use their razors, to use them properly, to replace worn out parts, and to recall into war service, if you will, razor outfits that may be lying idle and utilized in out of the way cubbies.

As another safety razor advertiser characterized his own big publicity efforts to-day, it is protective advertising.

This advertiser is featuring in a large way the safety razor's place in military and naval life. Under the pressure of demand for razors it is only natural that the normal trade demand cannot be satisfied immediately, and when the trade and public appreciate this fact, as such copy may lead them to do, they may be more patient and philosophical in awaiting their turn.

Again, a future competitive element enters the situation. The turning of the military authorities to the purchase of safety razors where straight edge had traditionally been the official issue, as remarked already, in the opinion of one manufacturer is going far to turn this country from now on into a nation of self-shavers and safety razor users. With millions of men bunking in together there is going to be a sharp testing of

the merits of individual razors. It is human man nature to argue and discuss and swap for trial articles that come closest to satisfying the simple male wants—tobacco, pipes, etc. Take a number of men thrown close together in everyday contact, with a variety of razors in their kits. It's a fair bet that in their moments when such articles are in use, there is a lot of good natured and serious argument and discussion over the individual merits of their respective shaving tools, regardless of the price. When these men return by millions to civil life, their opinions and decisions from trials under the supreme test of utility are going to exert a tremendous influence on the safety razor market. And in the meantime it appears strategically advantageous to some manufacturers to anticipate that day.

Moreover, there are signs that Europe through its armies is taking up the safety razor habit. When ocean transportation shall become normal again it is said on good authority that American manufacturers will find a foreign market established for them almost equal to the home demand. Therefore with the enlarged facilities for manufacture stimulated during war times, it is investment insurance for them to advertise to hold the home market, that they may be able at the same time to take care of an international demand, and thus keep their enlarged plants working to capacity.

Thus the war has afforded a psychological opportunity for the safety razor makers to carry on an aggressive onslaught on the straight edge camp, and get in some powerful strokes towards overturning the shaving habits of a world. That is one big reason why such important advertising for safety razors is appearing today. This is why the far-sighted manufacturer of whatever line, safety razors or otherwise, appreciates the importance of advertising when the shipping department tosses through sleepless nights, tortured by spectres of unfilled orders, and when the sales

department stretches its native diplomatic resources to the snapping point, to ration a hungry trade so that all shall get a share at least in the face of priority demands.

For advertising, whose sole apparent function in ante-bellum days was to assist in making sales, is more and more adapting itself to the war-time function of aiding the harassed sales department in its diplomatic efforts to spread the butter as thin as possible in fairness to all.

As a manufacturer of clocks explained to the writer, in a similar connection, it does no harm from a sales viewpoint to let your trade know that the demand for your products is greater just now than the supply. The important thing to do is to maintain that demand that might otherwise go dead in the face of decreased supplies and public forgetfulness, in anticipation of the return of normal times. This is why some of the keenest peace-time advertisers under abnormal conditions continue their advertising—as an insurance to carry them over the rainy day.

Bills Endangering American Trade Names Withdrawn

The patent and trade-mark bills introduced into the British Parliament, to which objection was made by the Merchants' Association of New York City, U. S. A., have been withdrawn.

Objection was based on the possibility of the bills endangering the rights of ownership of Americans of many registered trade names for articles made known and popularized by extensive advertising.

The Merchants' Association filed its protest through the State Department, Ambassador Page taking the matter up with the British officials.

Kirkland on "Collier's" Advertising Staff

C. B. Kirkland has been appointed to the advertising staff of *Collier's*. He has been associated with this publication for several years, and prior to that represented the Butterick Company in New England.

Arthur R. Olson, for several years with the advertising department of Barron G. Collier, Inc., Milwaukee, has joined the staff of the Otto J. Koch Advertising Agency of that city.

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Hulda of Holland

says: "Here's food for brain and brawn and body—the big brown biscuit of our grandmothers in Holland."

More tempting than toast, more pleasing than cereal—a tasty, flaky, crispy Dainty. Serve hot or cold, plain or buttered—in many delightful ways.

You Will Like It!

Made Only by Holland Rusk Co., Holland, Mich.

For Sale by

Community Stores

We Serve You Save

HOLLAND RUSK

Made in the Good Old Way

In the first eleven months of 1917, 650 cases of Holland Rusk were sold in the city of Philadelphia.

During the next six months 6500 cases—precisely ten times as much—were sold through retail grocery stores of this city.

Orders already placed for the remainder of the present year will bring this total up to fifteen carloads—18,000 cases—of this product for Philadelphia during the current year.

"Two factors were responsible for this great increase," states W. H. Nusbaum, president of the Holland Rusk Company, of Holland, Mich. "One of them was newspaper advertising and the other was the whole-hearted co-operation of the jobbers and retail grocers.

PHILADELPHIA SALES LAGGING

"Last fall when we came to investigate the Philadelphia market, we found the Holland Rusk was not moving nearly as fast as it should. In fact it was hardly moving at all. We ship a carload—1200 cases—of Holland Rusk into New York every week and sell every box without any trouble at all. Philadelphia ought to prove

a much better market for these goods than New York, because this is a 'home city' where people have pantries and large kitchens—luxuries which are very rare in the cramped apartments of Manhattan. But the fact remained that the consumption of Holland Rusk in Philadelphia was nothing like as large as it ought to be.

"Within a week after the first newspaper advertising—prepared by the Federal Advertising Agency—appeared, trade in Holland Rusks was reported to be quite brisk. Within a month it had struck its stride and the jobbers were soon ordering in carload lots, where formerly they had hesitated over a few dozen cases. Today Philadelphia is one of the big 'Holland Rusk towns' and at least ten carloads will be needed to supply the demand here during the next few months.

"This, as I said, is due to the excellent co-operation which we have secured from the retailers ever since they discovered how good our product really is and to the remarkable success of our advertising campaign—which appeared exclusively in the PUBLIC LEDGER, morning and evening."

(Reprinted from the RETAIL PUBLIC LEDGER, Philadelphia)

(Advertisement)

An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible

Send for samples and prices

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

Advertising Wins Many Recruits for Y. M. C. A. War Service

Three Thousand Men Enlist as Result of One Week's Campaign in New York—How the New Advertising Department Is Organized

A DRIVE for Y. M. C. A. workers, conducted in New York during the week of July 7-13, resulted in the personal application of 2,200 during the week and 800 more applications by letter. Last week enough applications were received to increase the total number to more than 4,000. And while some, and perhaps quite a number of these will not be accepted for various reasons, enough others will be enrolled within a few days to more than fill the desired quota of 4,000 men.

Advertising was relied on to do the biggest part of the work in the campaign. There was personal solicitation and public meetings were held, but the newspaper and poster drive was the dominant factor.

Many advertisers devoted part of their regular space to the appeal for men—secretaries, physical directors and helpers to go abroad in the service of the Y. M. C. A., and besides there were large advertisements donated anonymously. The publicity was of a compelling nature and was second only to that of a Liberty Loan or Red Cross drive in the amount of advertising secured.

The copy appeal was primarily to the heart. Enlistment calls for the sacrifice of all personal or business interest, and while there is a certain element of danger involved, it is not sufficient to deter

any full-blooded American from going abroad. Only those who love their fellow-men and desire to help them under the most trying conditions will volunteer for foreign service.

Until a few weeks ago the War Work Council of the Young Men's Christian Association had no organized advertising department.

Bruce Barton, late editor of *Every Week*, heads the recently appointed publicity committee. He has apportioned the work between the advertising and the news departments. Charles T. Heaslip is in charge of the news department, which is organized upon the same lines as the editorial department of a daily newspaper. There is a city editor, a staff of thirty-six writers and assistants and experienced correspondents in Washington, London, Paris and at the Italian front. Cable dispatches are received daily at the New York office from Belgium and Russia.

Kenneth M. Goode, formerly of the advertising department of *Vogue*, the *Saturday Evening Post* and of the *New York American*, heads the advertising department. Roy S. Durstine, of Berrien-Durstine, Inc., has gone abroad to gather material for the campaign that will start in October to raise another large sum of money to carry on the work of the Y. M. C. A. among the soldiers abroad. When

WANTED

Four Thousand Men for the Y. M. C. A. Overseas Army

Guy Emery writes:

"The Y. M. C. A. doesn't hog the safety zone behind the lines, but goes right into shell fire."

"I have seen Y. M. C. A. boys less than a month back from being here. I have written letters to my own mother from them while enemy shells would go screaming over head."

Every mother should thank God from the bottom of her heart for the Y. M. C. A., because it cares for her boy in the right way.

These are the men you are asked to join. We are recruiting four thousand now.



*For full particulars call at
347 MADISON AVE. (Ask for Mr. E. D. Pouch)*

This space contributed through the Y. M. C. A. by

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts.

REGULAR SPACE USERS CONTRIBUTED
THUS GENEROUSLY

he returns, about August 1, he will be in a position to write advertising copy that will be alive with interest. Francis L. Wurzburg, of the New York *American*, will keep track of the conventions that are being held and will see that the work and needs of the Y. M. C. A. are brought to the attention of those who attend them.

J. Thomson Willing, for fifteen years art director of *Associated Sunday Magazines*, is in charge of the pictorial publicity. Mr. Willing has secured the cooperation of some of the best-known artists and illustrators in the country, including Howard Chandler Christy, J. Montgomery Flagg, Arthur William Brown, Franklin Booth, and W. Haskell Coffin, who will contribute designs for posters. Two that already have been accepted and which will soon appear in all parts of the country possess a strong element of appeal. One of these, by Franklin Booth, carries the title "Home of a Million Men" and shows a Y. M. C. A. hut at night under the spreading branches of great trees. Light from the windows streams out into the darkness and illuminates the path up which soldiers may be seen making their way to the wide open doors that offer them a cheerful welcome.

The division of advertising will handle the magazine advertising. It is announced that it has already made arrangements for about \$200,000 worth. The newspaper advertising will be paid for by merchants and others who will contribute their space for the purpose.

Although the headquarters of the Publicity Bureau are located in New York, branches will be established in each of the six military divisions into which the country is divided, which will be directed by prominent men identified with business in those districts. The appointments thus far made include William A. Johnson, publisher of the *Motion Picture News*, who will have charge of the New York division; S. C. Dobbs, vice-president of the Coca-Cola Company, Atlanta, will look after the

Southern division; Henry Schott, of Montgomery Ward & Co., Chicago, will direct the Central division, and Mr. Schlessinger, of the Emporium, the department store of San Francisco, will preside over the Pacific Coast division.

Copies of a loose-leaf book containing reproductions of all the posters, illustrations, reading matter and advertisements prepared for the Publicity Bureau will be furnished the division directors, from which they can select and order the matter that in their opinion will be most useful in their communities. In that way much of the waste that has characterized campaigns for the sale of Liberty Loan Bonds will be avoided. Publicity matter will not be sent out from headquarters except upon specific orders.

Printers' Ink at the Front

HEADQUARTERS FIRST DIVISION,
AMERICAN EXPEDITIONARY FORCES,
FRANCE, June 21, 1918.

Editor of PRINTERS' INK:

What is this about changin' the size of PRINTERS' INK from what it is and ought to be to something big and hand-som' or something like that?

"Quit yer ticklin'! Josh."

Aren't we one of the fellows who "Bucked the Bosch" on the first trip across the pond with a lot of hope in our mind and a couple of PRINTERS' INK in our shirt pocket.

And haven't we been carrying PRINTERS' INK right up to the front line for readin' matter every time we rolled up a pack and started after Willie and his papa.

Why bless you, man, we've seen the time that the "Y" hut up here didn't have a single piece of readin' in the place—and a hundred million folks sending "big" magazines over all the time—And we just unfolded the pack and spread 'round PRINTERS' INK to hold 'em over for a week or two, and it held 'em—it sure held 'em.

How do you "spose I'd ever carried around five copies of one of the new standard-sizers in that pack. There isn't a trench mule in France that could have got 'em up there.

Don't you know, 'tis less than a month ago that the chaplain got a hurry call to make a speech down at the hut. He says to me—"My good book is back in my bag, what can I use?"

And I just handed him a P. I. with the corner of the lit'l' School Master page turned down and said: "Give 'em a little of that," and—he did.

If you must get "fancy" wait 'til after the war.

JOHN J. FULLER.

Strong Advertising Smash by Movie Company

How Lasky Corporation Secures Local Advertising Support from Exhibitors

ONE of the problems of the moving-picture industry that has given the producers and distributors much concern is to secure the co-operation of the managers of theatres in backing up their national advertising campaigns by local advertising. Although the more progressive houses are regular advertisers in the newspapers, there are quite a number in every large city that do not spend a nickel in publicity beyond their own walls. While distributors with almost any kind of a campaign can usually get the support of the more progressive theatre managers, they find considerable difficulty in lining up the others.

The Famous Players-Lasky Corporation, distributors of Paramount and Artcraft motion pictures, recently adopted a plan, the outgrowth of a four months' newspaper campaign carried on last fall, to interest all of the theatres in which its photo plays are shown that has already proved successful. It is one of the features of the present campaign, which is one of the most comprehensive that has been launched by any of the motion-picture concerns. The mediums to be used are newspapers, general magazines, trade publications and posters. Generous space is to be occupied in all of them. The plan for securing the co-operation of the theatres in the cities where Paramount and Artcraft pictures are shown is as follows:

First a letter is sent to the moving picture or dramatic editor of one or more daily newspapers in each of the cities on the campaign list, outlining the advertising campaign. Specimens of the copy to be used, and sample pages that have already appeared, are also forwarded, from which a clear idea of its character

and force may be obtained. Skeleton layouts are also included for pages or half pages, with the corporation's ad properly placed, usually in the centre, with blank spaces to be filled with the advertisements of the local theatres. The proposition made is this: If the newspaper will secure from the theatre managers advertisements to fill the one or two column spaces on either side of its own big display ad, and at the bottom, a contract will be made for the insertion of its own advertisements once a week for twenty-six weeks. As these occupy a space four columns wide and fourteen inches deep, and the copy is strikingly illustrated by such artists as Franklin Booth, F. Vaux Wilson, Roland Carter, Gordon Grant, Willy Pogany and other well-known artists, the proposition strongly appeals to advertising managers, who see in it not only good revenue, but an opportunity to work up a considerable amount of advertising among the local theatres that are not in the habit of using newspaper publicity.

Letters are also sent to the managers of the thirty branch offices of the corporation scattered all over the country, through which the distribution of the photo plays and other pictures to the district theatres is effected, calling their attention to the campaign and urging them to work with the newspapers in lining up the exhibitors. This they are glad to do, because they know that any help they may be able to give the newspapers to secure business will be appreciated in a way that will help the moving-picture theatres.

Thus far some sixty or more newspapers in the largest cities have taken up the plan and put it across. In New York 70 theatres have been lined up for

the campaign; in Detroit 29, and in San Francisco 38. A recent issue of a New York evening paper carried four pages of Paramount and Arclight feature advertising. The success of the plan depends a great deal upon local conditions in the different cities. In places where the motion-picture theatres are of high

gratifying. The big advertisements, which would be practically impossible if the local managers had to bear their cost alone, have had great pulling power, and the theatres are doing an unusual business.

As already stated, the newspaper advertising plan is only one feature in the present campaign of the corporation further to popularize its productions. Page advertisements are to be run in seven photo-play magazines, several women's publications and in a number of popular monthlies. In August an extensive showing of posters will be inaugurated in thirty cities. It is probable that later on it will be extended to many more. In addition to the posting done in the general campaign, exhibitors are furnished for their own use quantities of one, three, six and twenty-four sheet posters with every production. As the Lasky corporation will bring out 156 new plays during the year and will make 52 reissues of past plays that have been most popular, it



NO SLIPPERS FOR DAD TO-NIGHT

character the local managers readily respond to the proposition made by the newspapers. The offer of the Famous Players-Lasky Corporation to pay two-thirds of the cost of page advertisements of feature film plays that they are exhibiting in their own theatres is appealing.

In the smaller cities the task of enlisting the co-operation of the motion-picture houses is more difficult. The managers are not as well "sold" on the benefits of advertising and are therefore less responsive. In the cities where the plan has been put into operation the results have been

will be seen that the item of posters alone will call for a large investment.

The cost of the entire advertising campaign outside of the newspapers will amount to about \$250,000. The investment in newspaper space depends upon the number of cities in which the plan already described is adopted. As no limit has been placed upon it, it is expected that before the year ends the Lasky ads will represent an investment of \$150,000.

The Republic Motor Truck Company, Alma, Mich., has made Blaine McGrath its advertising manager. Mr. McGrath succeeds Hi Sibley.

Which Basket Does Your Advertising Reach?

That's the Proof of its Effectiveness



¶ Some advertising literature brings the orders—some fills waste baskets. Which kind do you send out? The difference in the two is in the quality—attractiveness—style—layout—distinctiveness—the appeal to your prospects. All of these features combined properly in your circular, booklet, catalogue or any other advertising literature, give it that desired attribute—**PULLING POWER**.

¶ Our business is the developing of just that sort of literature. Years of experience in this line, and the absolute cooperation of all departments in our plant, from conception to delivery of the finished literature, insure our clients of a perfect Service in every sense of the word.

¶ An opportunity to demonstrate will be convincing to you.

¶ A complete Designing, Art, Engraving, Printing, Binding and Mailing Service.

The Cargill Company

Grand Rapids, Michigan



The Keystone Our

An ever increasing number of National Advertisers are turning their Campaigns to us.

They are doing so for the reason that they have been impressed over a period of many years, and we know well the solid foundation, the keystone of which is a real of reliable service to our clients.

We have the largest staff of recognized Advertising men, a staff, backed by the facilities and equipment of our organization, the utmost efficiency and productiveness possible in advertising.

We invite consultation.

CHICAGO

Thos. C. Company

Largest Advertising Company in



Advertisers Our Success

Advertisers are entrusting their Poster Advertising

They are impressed with the growth of our organization and knowledge that this growth is built upon a high ideal of rendering the highest type of service

Advertising Specialists in the field today. This is the result of our organization, assures the Advertiser the most complete and accurate service through the medium of Poster Advertising.

Advertisers' Company NEW YORK
Advertisers' Company in the World

QUALITY and STYLE

In our catalogue production together with our modern facilities which include everything from writing, laying out and art work to engraving, composition, presswork, color printing, binding, mailing and delivery, all under the competent direction of our office and mechanical force and that

SERVICE

For which we have been so justly pronounced to be as near perfection as human ingenuity, acumen, and calculation can insure.

If you are not getting satisfactory results all we ask is that you give us one trial.

Charles Francis Press
461-487 EIGHTH AVENUE
Printing Crafts Bldg., New York

Telephone 3210 Greeley

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Special Coaching for the Weak Ones on Your Sales Staff

A Cast-Iron Method Will Lose Men of Great Possibilities—How One Salesman Profited from Writing an Essay on "The Rotation of Crops"

By L. L. Newton

General Manager Stegeman Motor Car Co., Milwaukee

[EDITORIAL NOTE:—Mr. Newton wrote this article while secretary of the Luther Grinder Mfg. Co., Milwaukee, maker of grindstones. The references therefore are to the salesmen of that house.]

WHEN your specialty salesman begins to "fall down," firing him may be about the most expensive thing you can do. The costs of finding and training a new man are estimated all the way from \$300 up. Right here is where the differences in sales managers show up most clearly; the really efficient manager makes big money for his house by finding and correcting the trouble. At the same time he has done one of the most splendid acts one man can do for another, showing him the way to success and steering him away from failure.

The consideration of redeeming weak salesmen is especially important at this time, when the salesmen's ranks have been so depleted by the demands for men in the army.

The whole trouble may be some little thing that would hardly seem worth mentioning, yet which is rendering negative efforts that otherwise are 100 per cent praiseworthy, and is making just the difference between success and failure. When once located, the course to be pursued is usually fairly plain, whether it be encouragement, reproof, increased supervision, education or discharge.

It is not always possible to run out and see your man, and perhaps nothing would be gained by so doing anyway. He may be separated from you by half the country; and on account of being a "specialty" man and covering his territory infrequently, your house has not the close connection with the prospects called

upon to get the necessary information from them.

Knowledge of the man and his history before coming with you I consider of first importance in determining the difficulty. One salesman whom I inherited with the job, I sized up to be of a naturally weak character. He was forever making trouble by promising display stands, special terms or even talking one article at the price of the lower grade similar item, but slipping into the order the number of the lower quality article. Of course, nothing was known about all this until the time came for making collection, when all came out in the open.

"I wouldn't have that kind of fellow working for me on a bet," you say? Maybe not. The limits of our line are such that we cannot employ the \$5,000-a-year kind, but must produce satisfactory results from those who are content with half of this. I felt that he had good prospects of making us a satisfactory salesman. So, depending upon his general tendency always to take the easiest course, I made it so unpleasant for him when orders of that kind came through, that he feared to bring down on his head the displeasure of the house a lot more than to turn down the buyer who was trying to work him. He still needs watching occasionally. But he has become a consistent producer, shows us a good yearly profit, and the trade have come to feel they can depend upon him.

MISDIRECTED BY ADVICE OF ANOTHER SALESMAN

To illustrate the value of knowing the history of your man before coming with you, I might mention the case of another

salesman who had been a half successful, small-town jeweler. For a time his sales were entirely satisfactory. Then they fell off badly. A brother was also on the force, so that we wanted very much to keep him, too. Previous to coming with us he had had no specialty selling experience. Now, a retailer cannot push his customers too much—he can go so far and no farther. Knowing this, we had given special emphasis in training him to the necessity of using force and "staying by" any prospect.

So when his sales dropped off and had demonstrated by staying there that it was not a matter of temporary unfavorable conditions that may come to any of us, I wrote and asked him frankly if he wasn't letting his prospects go too easily. Finally he admitted that he had taken the advice of "a very good salesman" he had met, that the right way to sell a man was not to let him know you were trying to sell him, but to leave it all to the prospect to sell himself! However successfully that might have worked out for the advice-giving party, it had resulted in him letting his prospects go all too easily. A few good letters about the effects of force and perseverance, calling his attention to how well it had worked out with him in the beginning, when he had left us with our training fresh in his mind, and how much his success meant to his family (he was a great home-lover) turned the trick and he is now doing consistently well.

Knowledge of the territory and the trade he is selling is of equal importance in helping a salesman. It seemed necessary about a year ago to send to sell the New England trade a young man who had been born and reared in the Middle West. He had done excellent work to the same class of trade in Iowa. When he got East, he fell down badly. The trade there had equal need for our goods. Competition was perhaps a little keener, but we have always been able to better than hold our own with competition. It

must therefore be with the man himself, though he had formerly done good work with us. What, then, was the difference in the territories?

Well, the most obvious difference was the colder, more distant Eastern manner, when he had been accustomed all his life to the free and open-handed Western style. He thought their bluff was real and had hardly been getting an interview. When we told him of this characteristic, he decided their rebuffs were not directed at him personally. He gave special thought to gaining attention, something that in the West had been very easy for him. As soon as he got under their skins he found them all right at heart, grew to like them and is still selling them in good volume.

HAD TO KNOW FARMERS, TO SELL THEM

Another salesman I hired against my better judgment, but the circumstances were such that I could not but give him a trial. His work was selling to farmers in the stores of our dealers. But he knew nothing of farms or farmers. He thought all of them were "rubes." He talked with and at them because that was what he thought he was hired for, without appreciation of their problems or their true worth as men, simply because he had known nothing of farmers as a class. Of course he did not succeed.

I felt that if he could know more of farming he would perhaps get along better. So I gathered together a bunch of thirty or forty farm papers. Sending them to him, I sentenced him to read enough of them to prepare for me within the next ten days an article on "The Rotation of Crops." He had to dig into those papers and he had to ask questions of a lot of farmers about it. The next week he had to prepare an article on "The Best Breed of Dairy Cattle" for the section in which he was working, and why. Next time it was something else. Within the month he had a whole

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some respect for Mr. Farmer. He saw in farming something more than drawing grain to town. His sales climbed accordingly and we felt a big loss to our sales force when he enlisted for military service.

One of the hardest problems for me to solve is when a salesman that has previously been a good producer begins to fall down and cannot seem to recover himself. I had one this past year like that. He was formerly one of the best men, for the work that he was doing, that we had on our whole force. About six months ago his sales dropped off badly and stayed right there. Talking with him failed to produce any helpful suggestions. He knew he was falling down, apparently tried hard himself to find the trouble, but could see no place where he was going after business any differently from when he had been one of our top-notchers.

That time, however, was when our product sold at much lower prices than it does now. In talking with him during the days of his most successful sales, I remembered having wondered that he was able to sell as well as he did and get it by the methods he employed. But to me the answer was found in the volume of his business, which was entirely satisfactory. In thinking the proposition over, it came to me that perhaps, after all, those methods had not been the right ones and were falling down when put to the test of getting higher prices.

This salesman, a little Welshman about fifty years of age, was one of those people who must have everything exactly right. Patience was not in his category of virtues. He seemed to have got in the habit of laying the law down to his prospects; the objections he had to meet, being the same with nearly every prospect, seemed to him ridiculous, and he got to thinking that a mere statement from him contradicting those objections, should be sufficient. He began to push them to sign the order long before they

were convinced that they wanted the goods.

When I once got to thinking the matter over, especially in regard to the higher prices making a big difference over what had been the case before, the course was clear sailing. Getting him to see things from the other fellow's viewpoint, meeting the objections to the prospect's entire satisfaction, and not pushing him to sign up until the goods were really wanted, was a comparatively easy proposition. He is now climbing fast back to his place near the head of the list and has regained his old-time confidence in himself and his goods.

CUSTOMERS WILL TELL HOW TO IMPROVE SALESMEN

One of the finest helps in getting a line on your man, especially the new one you're just starting, is to take your customers into your confidence and ask frankly their opinions of him. Our plan is to start all new men on our demonstrating force, in which they spend a week with various dealers, selling our product to the consumer for the dealers. Here they have a fine chance to size up our salesman. After he has gone to another town, they are usually willing to give us their honest opinions, and feel complimented that we have asked them. Time and again their tips have told me what the difficulty was. It has been especially valuable when the man was new to us, as I have thereby been able to decide whether I had picked a lemon, only to be fired before he had incurred any further expense for us, or else whether the difficulty was something that would pass away as soon as he became better versed in the line.

To me there is hardly anything more splendid than taking a man who has been a failure with others and making a man out of him. When you have done that for a fellow, he is pretty likely to stay by you. But in any case, you have the satisfaction of knowing that you have done something really worth while.

Ball-Bearing Manufacturers Advertise to Common End

Space of Each Devoted to Keeping Standard Technical Product Before Public, Looking to After-War Period

By Philip Francis Nowlan

NOTWITHSTANDING war conditions under which they have virtually nothing to sell except for war work, with a hungry civilian market waiting eagerly to scramble for the crumbs, five large manufacturers of quality ball bearings did not allow the war to scare them into abandoning an advertising campaign to the general public. The campaign had been under discussion for some three or four years prior to the entrance of this country into the conflict.

In fact, the definite decision was made, and the definite plans were adopted, and appropriations were made *after* Uncle Sam threw his hat in the ring, at a time when it was plainly apparent that any business which might result for months or years to come would have to stand aside while the Government's needs were taken care of.

The purpose is nothing more or less than to place and keep before the public permanently, from now on, in dominating fashion, the importance of the ball bearing in the industrial life of the nation, and the names of the five manufacturers who are co-operating to this end.

The successive appearance of full page advertisements by the Hess-Bright, New Departure, Fafnir, S. K. F. and Gurney companies looks very much like a sudden battle for publicity among these concerns. It is not, however, a battle of one against the other, but a fight of all together to put ball bearings more emphatically on the map of the public's consciousness.

The campaign differs from the ordinary run of co-operative campaigns, in which copy is run and paid for jointly by concerns whose

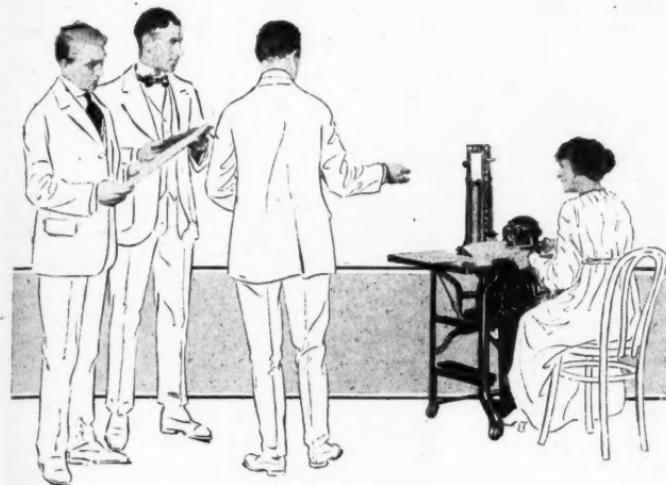
names are listed in the succeeding advertisements. The co-operative idea is limited to the agreement on the general purposes and principles of the campaign, and on the issues in which the advertisements are appearing. Otherwise the situation remains that of individual competitors, each running its own announcement regarding its own product. The same agency is handling the advertisements of all five, which are:

The Hess-Bright Manufacturing Company, of Philadelphia; the Fafnir Ball Bearing Company, of New Britain, Conn.; the New Departure Ball Bearing Company, of Bristol, Conn.; the S. K. F. Ball Bearing Company, of Hartford, Conn.; the Gurney Ball Bearing Company, of Jamestown, N. Y.

Full-page space has been taken in the *Saturday Evening Post* for an aggregate of twenty-six issues, the advertisements of the five manufacturers alternating according to a pre-arranged plan, no two appearing in the same issue.

There are a number of points to be observed in the conditions surrounding the birth of this new campaign. One is the growth of the idea that a standardized technical product, purchased by a specialized class of buyers, may be advertised with good effect to the general public when the advertising is done in dominating style. Another is the growth of the conception of advertising as a form of insurance against loss of prestige, whether the advertiser is able to fill his present orders or not. Still another is concerned with conditions in the industry itself.

Prior to the war a very large



When the fall list is made up-

The big efforts put into magazine work can produce a maximum in results only when the work, after the magazine advertising appears, is properly taken care of.

Answering inquiries promptly, well organized follow-up work, letters and campaigns to dealers, sending out broadsides, prompt mailings to salesmen, and general direct advertising, are all necessary to the success of the Fall campaign.

The machine for filling-in letters, doing the addressing, making up special lists, and efficiently organizing direct advertising is the Addressograph. Card index plates, with tabs; automatic selection of classes for special mailings. Prints thru ribbon like typewriter, but ten times faster.

Ask for two minute demonstration of Hand Machine in your office. No obligation on your part.

The Addressograph Co.

913 W. Van Buren St.

PRINTS FROM TYPE

CHICAGO, ILLINOIS

portion of the quality ball bearings purchased in this country were imported, mostly from Sweden.

The American manufacturers however, were putting up a very stiff fight for the cream of the trade, and their factories were running to constantly expanding facilities. Then came the war, with resultant curtailment, and finally virtual elimination of imports. The consequence was bound to be a bull market for ball bearings, with no one to supply the demand but the American manufacturer, who already had been running to capacity in filling but a portion of it.

Add to this the final development of a tremendous demand on the part of the United States Government, direct and indirect, in connection with the prosecution of the war. The American ball bearing manufacturers, even with the greatly increased facilities which they have developed under the most severe handicaps of material, transportation and labor, could not hope to fill both the Government and the civilian demand. In fact, to-day the Hess-Bright Company's position, which is fairly typical of those of the other four concerns, is that of being unable to accept any work except for the Government and for concerns engaged in war production.

Actually about 90 per cent of its output is going directly or indirectly into war work. There remains a 10 per cent surplus, which is virtually in the nature of non-standard or a sort of side line production which is available to the general trade in a limited way. It is filling-in work, done to keep the organization go-

ing full speed in all departments during those odd little periods of delay here and there in the main production which are unavoidable owing to circumstances outside the business and over which the management has no control. It can be seen that in the main the entire production may be said



COPY OF THIS TYPE WILL HELP TO ESTABLISH HESS-BRIGHT MORE FIRMLY AFTER THE WAR

to be going into Government work.

Under these conditions, were they to look upon advertising in the narrow-gauge sense, it could be understood how these five companies might congratulate themselves on having the field all to themselves, free from foreign competition, and assume an attitude of "we should worry."

Why, then, have these manufacturers, four of whom are licensees under the Conrad patents held by the Hess-Bright Manufacturing Company, undertaken an expenditure in the aggregate a quarter of a million dollars in a publicity campaign? They have

LETTERS OF
DAIRY JOHN

LETTER NO. 3



Dear Mr. Advertiser:

"When the Devil is sick,
The Devil a saint would be;
When the Devil gets well,
The Devil a saint is he."

These lines are suggested by the great activity to be observed in the publishing field effecting a readjustment of Circulation Methods.

Rising costs and increased postage are doing what would have required a decade to accomplish in correcting Circulation abuses.

The publisher who has builded for "Quantity" is today confronted with the dire necessity of changing his base, and he will need to be light on his feet, if he is to occupy a new position, replant his guns and entrench himself impregnably.

Those publications whose circulations are built upon the "Rock of Quality" are now secure, and as a conspicuous example of such, I want to again mention my old standby, HOARD'S DAIRYMAN.

"I have no way of judging the future but by the past," said a famous American, and as an augury for the future of HOARD'S DAIRYMAN, it may be stated that from the days when the printer's devil carried the entire edition to the post office under his arm to the present, it has gone to men who bought it uninfluenced by circulation lures, and who read it with interest and understanding.

Yours truly, *Dairy John*

New York City is the Great Terminal Depot of Railroads

Just as all roads lead to Rome, so every railroad on the American Continent practically leads right into New York City. There are over 290,000 persons daily entering or departing from New York City on passenger trains.

This enormous transient trade while in New York City spends on an average over \$10.00 per person.

At strategic points where traffic is densest, you will find the dominant 24-sheet poster displaying your message in a graphic, understandable way.

A persistent use of poster advertising in New York City, effectively localizes the appeal of your national campaign.

We shall be glad to go over your advertising possibilities as they concern New York, and tell you frankly what our medium can do for you here.

**VAN BEUREN & NEW YORK
BILLPOSTING CO.**

**515 Seventh Avenue
NEW YORK CITY**

nothing to sell. They have even no message of "use ball bearings sparingly" to give the public. They have no apology for reduced service to make, for their market is not the general public; and all explanations which are needed along these lines have been made directly, within the trade.

reacts on that body of buyers through public opinion, the fact that they have nothing to sell today and probably will not have until the war is won makes little difference.

It is not claimed that the ball bearing makers are not applying any conservation policies in their advertising. Outside the big campaign there lies the ordinary work through the technical journals, which is strictly the independent business of each concern.

Copy at first was quite general. It was devoted to telling the importance of the ball bearing. With the progress of the publicity, however, more latitude has been allowed the different concerns in a greater individualizing of their advertising along the lines of their specialties; and so it has developed. It is to be noted that each company is able to get a greater degree of publicity for itself, without in the least sacrificing the general purpose of publicity for the ball bearing, through this system of each running its own copy.

Were the names of all the five to be appended to each advertisement, the names of all five must necessarily have been somewhat more submerged than is the case. The plan lifts each one to the prominence of being "the" advertiser, not an "also" advertiser.

EASY WAY TO DISTRIBUTE BENEFITS

Through the year's series each company gets a total publicity in exact proportion to the number of advertisements which it takes as its share. It is nothing to any one of them that the plan tends to give the impression that one makes as good a ball bearing as



Why the Egg Doesn't Break

Hold an egg between the heads as shown above. It will withstand great pressure without breaking because the heads fit the egg and the pressure is applied over a large surface.

Now examine the cross section of a ball bearing at the right, and note how the groove in the race-ring fits the ball, in almost the same way that the heads fit the egg. This is the secret of the great load-carrying capacity of ball bearings.

GURNEY BALL BEARINGS

The close fitting of the race grooves in the balls enables each ball to carry maximum tons in each load as it can carry when rolling on a flat surface. It explains how Gurney Ball Bearings can stand the shocks and strains on street car axles, automobile wheels, and gigantic gear-bearing lathe.

Gurney Ball Bearings are used by all of America's most prominent engineering companies. If you design or manufacture machinery, our engineers will be glad to help solve your bearing problems.

GURNEY BALL BEARING COMPANY

100 EAST 42nd STREET
JAMESTOWN, N. Y.

NO SPECIAL ARGUMENT HERE FOR GURNEY BEARINGS—ALL FIVE COMPANIES WILL BENEFIT

These manufacturers are driving in a straight line toward the goal of dominating the domestic market for quality ball bearings against foreign competition at the end of the war. They have that market to themselves at the present time as a result of circumstance. Apparently, however, they are not dead to the opportunity which this war period holds for them still further to clinch that market for the future. And in the spreading of this idea through a medium in which it reaches the general public, including the comparatively small proportion of buyers, and then

another. That would be likely to happen anyhow were the publicity really a matter of bitter competition. It would happen if all subscribed to the same copy. In short, it makes no difference because apparently all five feel that the field is so big, and the opportunity for development of the field so ready, that there will be enough business for all, with the effort directed toward expansion of facilities and not toward squabbling for the privilege of supplying a big demand with a limited output.

The feeling is that they can no more allow their "publicity insurance" to lapse than they can allow their fire insurance to lapse, and the ball-bearing campaign is just one more piece of evidence that big business (which sees more clearly not because it is big, but is big because it sees more clearly) does see clearly that the enterprise which keeps its faith high and its muscles limber through the restrictions of wartime, is the one which is going to dominate its field in the great period of opportunity which is to follow the conclusion of peace.

Newspaper Publishers Recommend Smaller Papers

Further to conserve stocks of news print, the Committee on Conservation of News Print Paper of the A. N. P. A. recommended to the War Industries Board in Washington last Saturday that reading matter in daily and Sunday papers be restricted, and that a minimum retail price of two cents should be established.

These recommendations resulted from a request by T. E. Donnelley, chairman of the Pulp and Paper Section of the War Industries Board, whose search for the information in the form of a questionnaire is reported on page 20 of this week's *PRINTERS' INK*.

The publishers' committee made the following recommendations. They have been taken under advisement:

"1. The abolition of all waste, including 'returns,' in accordance with the suggestions already made to the Chairman of the pulp and paper section of the War Industries Board, and which have now been made mandatory by the board.

"2. The retail price of two cents or more for all daily newspapers.

"3. Restrictions on the reading matter space in daily and Sunday editions proportionate to the necessities of ton-

nage to be saved, and recognizing as nearly as possible the relative reading space needs of the papers as indicated by the present use of space.

"In connection with the second principle stated, the following resolution was adopted: 'It is the judgment of the committee that to avoid unfair competition and to make practicable the reduction of the news print tonnage desired, it is necessary to fix the minimum retail price for daily papers at 2 cents.'

"The recommendation in the advocacy of the third principle is as follows:

"Reduction on all reading space up to fifty columns, 5 per cent.

"Reduction on additional space over fifty columns and not over seventy columns, 15 per cent.

"Reduction on additional space over seventy columns and not over ninety columns, 30 per cent.

"Reduction on all additional space over ninety columns, 50 per cent.

"The reductions to be based on the daily monthly average of each paper for the six months ending June 30, 1918.

"Recommendations as to the reduction of the reading space in Sunday papers is as follows:

"Up to 150 columns, reduction 10 per cent.; next 50 to 200 columns, reduction 20 per cent.; next 50 up to 250 columns, reduction 30 per cent.; next 50 up to 300 columns, reduction 40 per cent.; next 50 up to 350 columns, reduction 50 per cent.; next 50 to 400 columns and over, reduction 60 per cent.

"It is suggested that these reductions be effective for daily papers on Aug. 5, 1918, and for Sunday papers on Sept. 1, 1918.

"Mr. Donnelley and his assistants have taken the publishers' recommendations under advisement."

Seventeen Good War Substitutes

Economy—for Waste.

Co-operation—for Criticism.

Knowledge of Prices—for Gossip about Prices.

Cornmeal and Oatmeal—for Wheat Flour.

Fish—for Beef and Bacon.

Vegetable Oils—for Animal Fats.

The Garden Hoe—for the Golf Stick.

Performance—for Argument.

Service—for Sneers.

Patriotic Push—for Peevish Puerilities.

Perishable—for Preservable Foods.

Greater Production—for a German Peace.

The Beef You Do Not Eat—for the Rife You Cannot Carry.

Conservation—for Conversation.

Common Sense—for Common Gossip.

Marketing—for Telephoning.

Production—for Pessimism.

—Canadian Food Bulletin.

Oliver W. Heath has taken a position in the copy department of *System*, Chicago. He formerly was in the copy department of the Packard Motor Car Co.

Average Cash Income \$2216.74 Plus a Good Living

These are the figures for Ohio, Pennsylvania and West Virginia farmers.

But—

A certified referendum establishes that National Stockman and Farmer subscribers are *better than the average*.

The 130,000 who pay a good price, always in advance, for this paper, are the leaders. Their incomes are away above these figures. They purchase more—and they greatly influence the purchases made by their neighbors. They control the expenditure in at least a

\$1,000,000,000 Market

It is enormous, progressive and easily reached.

The facts we state are provable. Every advertiser ought to know them and get into this productive field.

He may learn much to his benefit by writing to us.

*Investigate Our Field, then
Investigate Our Paper*

THE NATIONAL STOCKMAN AND FARMER

THE WORLD'S GREATEST FARM PAPER

Pittsburgh, Pa.
Members Associated Farm Papers

Supreme in Seattle

Notwithstanding increase in price,
The Seattle Sunday Times records
noteworthy gain at expense of
competing papers.



INDEPENDENT COMPETITIVE PROGRESSIVE

REGD. as the following NIGHT LETTERGRAM, subject to
the terms on both above, which are hereto agreed to.

2-118

867 TK 117NL

2 SEATTLE WN JUL 16

S C BECKWITH SPECIAL AGENCY, WORLD BLDG NY

SEATTLE SUNDAY TIMES went to seven cents on the streets Sunday July fourteenth. Net paid circulation was eighty nine thousand six hundred sixty five copies, a drop of only twenty four hundred six copies over previous Sunday at five cents. Advertising made wonderful showing. We carried fifty eight hundred ninety three inches, gaining thirteen hundred eighty five inches over last year. POST INTELLIGENCER carried twenty five hundred fifty inches losing two hundred thirty seven. We carried more than double their quantity. In fact our gain alone was more than half their total space.

JOSEPH BLETHEN.

Times Printing Company of Seattle

Times Building, Times Square

JOSEPH BLETHEN
PRESIDENT

C. B. BLETHEN
EDITOR-IN-CHIEF

NATIONAL REPRESENTATIVES EASTERN AND CENTRAL

New York, World Building
Chicago, Tribune Building

St. Louis, Post-Dispatch Building
Detroit, Ford Building

The S. C. Beckwith Special Agency

PACIFIC COAST
San Francisco, 742 Market Street

R. J. Bidwell Company

How to Ration Your Goods Fairly

(Continued from page 6)

will be sent, it is advisable to give it. He should be given an opportunity to cancel, if he feels he can do better elsewhere. When back-orders are on file for a long time, many companies write before making shipment, so as to make sure that the goods are still wanted. Where this precaution is not taken, a certain percentage of delayed shipments is likely to be returned.

REMINDING BUYER THAT HIS GOODS ARE SHIPPED

Even after goods are shipped they are often delayed so long in reaching their destination that the consignee may forget he has the invoice and blame the manufacturer. To offset this many concerns are writing the buyer when the goods go forward, warning him of the present freight conditions and telling him that he must not expect the shipment to arrive promptly.

After all, however, handling back-orders so as to satisfy any reasonable buyer is not a hard task. The real difficulty arises when his order cannot be filled at all or when he can have but a small portion of the goods he wants. There's the rub that puts red-ink figures in the good-will account.

The sales manager of one company is dealing with the problem in an interesting manner. On his desk he has an elaborate chart. Along the top of it, heading the columns, are listed all of his various products in their different sizes and designs. Underneath it is stated the factory's probable production on each item for the year. This production has been very carefully estimated after taking all factors into consideration. Of course, if something comes up to alter this estimate, it is changed on the chart. The estimate shows that the output on one item will be 80 per cent of what it was last year, on another 40 per cent,

on another 120 per cent, and so on. Salesmen are instructed to sell according to this estimate. When orders come in a card showing this customer's previous purchases is handed to the sales manager. If he finds that the buyer ordered more than his quota of, say, item "B," he is written a letter asking him to cut the order down, and the reason for making the request is fully explained. At the same time he is told that he can have more of items "G" and "J" or any other item that the chart shows is not selling up to the limit set for it. This sales manager has found that buyers feel better when they cut their own orders than when the specifications are arbitrarily curtailed at the factory. It also pleases them to learn that they can have more of certain items than they ordered.

As soon as an order is shipped it is entered on the chart and the necessary deductions made. This sales director believes that by systematically paring down all orders throughout the year and by keeping his eyes on the chart he will avoid running into a period where no goods can be shipped. Always to be able to ship something holds the trade in line. The trade easily becomes disaffected when it is getting no merchandise at all. This man says that if he didn't follow this system it would only be a short time before a few big buyers and speculators would eat up his entire production for the year.

RATIONING AN INDIVIDUAL PROBLEM

Every business has its peculiarities, and no plan for rationing goods will fit all cases. Many believe that not only every business but also every order is a law unto itself. One well-known advertiser says that he considers each individual order on its own merits, changing it only as the conditions that seem to apply to it dictate.

Obviously no hard and fast rule can be laid down for the rationing of merchandise. Each manufacturer will have to work out his own system. It is important, though, that he have a

policy. He should ration his goods with a purpose in mind and not haphazardly.

A good many concerns have no plan other than the "first, the first served." They fill each order in its entirety before proceeding to the next one. This system is weak because the first orders received may be from large buyers, who are asking for more than they are entitled to. It is a better plan to let each customer have some goods rather than to let a few buyers have all they want.

LETTING THE SALESMEN DO THE RATIONING

There are various ways of cutting down an order. Some merely make a uniform cut in all orders, regardless of their size or of the previous purchases of the customer. Some pro rata goods according to the way the customer bought in the past. Some pro rata them according to population. A few have even resorted to a lottery system for determining who shall get his goods first. Numbers are placed in a hat and shipments are made in the order that the numbers are drawn.

One of the most satisfactory methods in use is to divide the factory's curtailed production among the salesmen, and then to leave it to each man to ration his quota properly. It is important, though, that the salesman realize the necessity of spreading out his quota among as many customers as is possible. One concern forgot to warn its men of this necessity and later found that one of them sold his entire quota to two buyers. It looked like an easy way for him to earn his salary. However, nowadays in many lines salesmen are not paid their salaries for selling merchandise. Their job is to make the factory's output go as far as possible. The salesmen must scheme, not how he can sell, but how he can get buyers to accept willingly less merchandise than they want. This is a brand-new type of salesmanship that makes large demands on a man's ability. It requires

much tact to get out of the store with a smaller order than the merchant wishes to give.

A well-known hosiery manufacturer has a well-defined policy for the rationing of his output through the salesmen. It is one of the best that has come to my notice. In explaining it the company said:

"When it became apparent that there would be a textile shortage, it was up to us to decide whether or not to allow our salesmen to cover their territories and sell up to the extent of 100 per cent of our production and then withdraw our line; or allow the men to cover their entire territories, taking the orders as they came and then make delivery on a pro rata basis.

"In view of our long-time relationship with the majority of merchants handling the line, we decided to follow the latter course and make percentage deliveries against orders. It was put up to the trade and our salesmen in this way, and with but few exceptions, the policy was very acceptable to our dealers.

"In apportioning our production we carefully figured out, previous to the shipping season, our anticipated output for the following season, but instead of making it a hard and fast rule that each merchant should receive just the same percentage allotment against his orders, we made an effort to handle the case on its individual merit.

GIVING CANTONMENT TOWNS FIRST CHOICE

"For example, we endeavored to ship into cantonment towns and other sections of the country wherein we knew business conditions had advanced considerably, just as large a proportion of the original order as possible. With these comparatively few exceptions, shipments have been handled on a strict percentage basis with no favoritism shown to any dealer.

"Under this basis of shipment the answer to the situation seemed

(Continued on page 83)

**The Campbell-Ewald Company
ADVERTISING**

*General Offices are now in larger quarters
in the Marquette Building
Eighth Floor*



The Marquette Building is situated on Congress Street
at the corner of Wayne

DETROIT

NEW YORK

DAYTON

CHICAGO

National Advertisers in ORAL HYGIENE

THESE national advertisers regularly use *Oral Hygiene*.

Which is evidence of the preference accorded the magazine by manufacturers and agencies who have had occasion to study the Dental field and the best methods of covering it economically and effectively.

BRISTOL MYERS CO.

Sal Hepatica

COLGATE & CO.

Tooth Paste

FLORENCE MFG. CO.

Prophylactic Tooth Brush

FORHAN CO.

Dentifrice

HALL & RUCKEL

Sosodont

JOHNSON & JOHNSON

Aseptic Specialties

LAMBERT PHARMACAL CO.

Listerine

I. W. LYON & SONS

Dentifrice

McKESSON & ROBBINS

Calox

PARKE, DAVIS & CO.

Drugs

THE PEPSODENT CO.

Dentifrice

SANITOL CHEMICAL LABORATORY CO.

Dentifrice

AGENCIES: Write for data for your files. You may need it some day. Send index cards or blanks and we will fill them out and return them promptly.

ORAL HYGIENE

CIRCULATION—More than 45,000 monthly.

COVERS every member of the dental profession.

PUBLISHED for a syndicate of 36 of the principal dealers in dental supplies.

SUBSCRIPTIONS are paid by these dealers. Each covers his entire territory. No two territories overlap. There are no gaps. Every English-speaking dentist whose name and address can be secured receives *ORAL HYGIENE* every month. All copies are mailed direct to readers from Pittsburgh.

EDITION published for each territory carries local dealer's name as publisher. The first four advertising pages are his to use for his own local advertising or to donate to local dental societies.

SIZE—Identical with *PRINTERS' INK*.

RATES—On application.

ORAL HYGIENE

"The Printers' Ink of the Dental Profession"

PITTSBURGH, U. S. A.

W. LINFORD SMITH
Publisher

MERWIN B. MASSOL
Business Manager

to have been the selling of our line to each and every dealer. Thus, the only comments and criticisms on this policy have come from merchants who have purchased but one or two numbers. In cases where it has so happened that a special style or number has been most affected by material shortage, etc., the deliveries to the merchants who have specified *only* that number on their orders, were, of course, exceptionally poor and occasioned some hardship. But, where the entire line was specified, the shortage on one or two numbers was more than offset by the delivery on the balance, so that the total delivery showed up very well against the orders.

"The one criticism that we have felt could be made against this manner of handling our deliveries is that a merchant will never know the amount of merchandise that he has coming and will consequently be unable to plan his stock accordingly. In order to offset this as much as possible through the coming season, we have pro-rated our production among the salesmen, figuring on a basis of the previous year's production and allowing them to sell *only* up to that amount, but specifying that it is absolutely necessary that they call on their entire trade. This gives the merchant an idea of the approximate amount of merchandise that we will be able to deliver to him, subject, of course, to conditions which will govern production at the time of delivery."

FAVORING THE SUCCESSFUL BUYER

In prorating orders that plan of showing favoritism to cantonment towns and to other customers where business is unusually brisk is one that is widely followed. The idea is that a hustling dealer who is enjoying great prosperity is entitled to a larger percentage of the quota than a lethargic dealer who may be in a dead community. Many manufacturers are inclined to discourage the buyer who wants the goods for stock, but is not sure

that he can sell them immediately. This is done to head off the speculator. In an advancing market merchants are naturally anxious to lay in a supply for the future. Salesmen are being steadily coaxed not to accept this sort of an order. Whenever any symptom of the hoarding disease is manifested it is vigorously treated. If the speculators and the hoarders had their way soon there would be no merchandise to ration.

CODDLING HARD-WON TERRITORY

A good many manufacturers feel that in distributing the scanty supply of their product which is available they should coddle the hard-won territory. If success in a certain territory was gained only after years of great effort and by the expenditure of large sums of money, it is heartbreaking to have to give it up now. Sales executives who have studied this problem believe it is better to stick to this strategic territory and instead to give up other territory that later on can be re-entered without much trouble.

For years a number of advertisers have been building up what they call "star dealers." They are retailers who carry the manufacturer's full line, who use his "helps" and vigorously push the sale of the goods. In a word they are the dealers who may always be relied on to give the advertiser a 100 per cent co-operation. They need not necessarily be exclusive dealers. In fact they seldom are. Even a soap manufacturer, who may sell a dozen accounts in a town, usually finds that one of them disposes of a great deal more of the product than any of the others. This is the manufacturer's "star dealer" for that place.

Now that merchandise is scarce, some organizations feel that it is the best policy to let the star have what he wants, within reasonable limits, before shipment is made to any of his competitors. It is claimed that this plan is meeting with very little opposition, as the smaller retailers seem tacitly to

recognize that the queen bee among them is entitled to special consideration. Probably one reason for this is that each of these small fellows may be the "star" for some competing manufacturer and is being favored by him.

In rationing their output some manufacturers are inclined to be partial to those localities where freight congestion is at a minimum. They feel that as long as there isn't enough of their product to go around, they might as well ship what they have to those dealers who can get it promptly. It is better to do that than to ship into congested districts and probably have the shipments tied up for a long time.

ZONING THE BUSINESS

In fact, quite a few concerns believe that the way out of this whole shortage problem is to zone their business. They are concentrating their distribution into certain territories and letting dealers there have all the goods they want. These houses are able to keep the business going at a normal gait in, say, half a dozen states, but if they attempted to operate nationally they would be able to supply but a fraction of the demand. The advantages of this plan is that it makes it possible to maintain unabated the usual promotional effort in the sections being worked.

Another scheme that is being tried is not to solicit any orders at all. The salesmen are on the road. Trade paper advertising is continued, but it is of an institutional character. But even though these houses make no bid for business, they get enough voluntary orders to absorb their present limited output. The trouble with this policy is that it is too much like watchful waiting. It is not constructive.

Some advertisers are finding it possible to show their distributors how they can get along with less goods and still not lose any business. Of course this can only be done where the distributor uses the article in manufacturing a product of his own. A case in

point is the way the United Drug Company is showing Rexall druggists how they can get along with less sugar and syrup in serving customers at the soda fountain. PRINTERS' INK has already told this story.

After serving the Government many companies have so little of their product to distribute to their regular customers that it is difficult for them to make anything like a fair apportionment of the quantity. One manufacturer claims that he has only 10 per cent of his output left for his trade. Compared with the demand, this is not a drop in the bucket. What can he do? He is telling his dealers to send in orders only when they have a customer who simply must have the product. The article is a technical one, and if a certain kind of mechanic were deprived of its use he would suffer actual hardship. This manufacturer does not allow his dealers to stock up. However, by endeavoring to fill all emergency orders, he is able to get his distributors satisfied. At least they know he is doing the best he can.

BUYERS ASKED TO GIVE BACK GOODS

One concern is not able to accept any orders at all from regular customers. For the present the Government is taking all it can make. Some time ago this company sent its salesmen over their territories for the purpose of listing the stock of its product that was in the hands of dealers. Now whenever it receives an emergency order, instead of telling the customer that it cannot be filled, it first tries to find if some other dealer hasn't those goods on hand. It writes a letter to those merchants that had a large stock when the salesmen took the inventory and asks them if they could spare a little for "Brother Jones down at Middletown." The company offers to bear the expense of shipping. This concern even goes so far as to tell a customer where it can buy merchandise from one of its competitors. Its policy is so unselfish that it

ANNOUNCEMENT

IT IS with gratification that we announce the appointment of Mr. JOSEPH H. NEEBE as *General Manager* in charge of all departments of CHARLES DANIEL FREY COMPANY.

MR. NEEBE is eminently fitted for his new work by his specialized knowledge and by his extensive, intimate contact with advertising problems.

His broad experience as Production Manager of Lord & Thomas, Chicago, and later as Production Manager of *Collier's Weekly*, New York, made certain his success when he became Sales Manager of this company early in 1917.



CHARLES DANIEL
FREY
COMPANY
104 S. MICHIGAN AVE., CHICAGO

WATERLOO EVENING COURIER AND REPORTER.

SATURDAY, JUNE 29, 1918. 8

INCREASED POSTAGE RATES FOR NEWSPAPERS

Takes Effect Monday, July 1st

The new Federal law requires newspapers to make sworn detailed report of circulation in each of the eight mail zones. The report of this paper compiled this afternoon, for the post office, follows below:

(The postage increase ranges from 25% to 900%. The greatest increase is on that portion of each day's paper devoted to advertising, which is looked upon as a tax on advertising and it is predicted that the enforcement of the law will not put the brakes on business by a curtailment of the volume of advertising.)

NUMBER OF MAIL SUBSCRIBERS BY ZONES

Zone	Percentage	FOR COMPARISON:
			(Past and present.)	
1	6,065	81	Grand total net paid, audit of
2	436	5	Audit Bureau for year ending
3	299	6	October 1, 1917 14,357
4	143	2
5	184	3	Grand total net paid, as per
6	44	1	Courier books, six months
7	82	1	ending June 30, 1918 14,759
8	64	1
			100
Total by mail	7,317		Grand total net paid, as per
Total by express	428		Courier books month of
Total City of Waterloo	7,061		June 14,944
Grand total	14,806	

The above accounting represents the army of subscribers to the Waterloo Evening Courier and Daily Reporter. They are all the best type of readers appreciating a high standard of journalism and every subscriber pays the full published subscription price. No inducements are offered in the way of premiums, reduction in price, or free delivery, for any period. Every reader takes the Courier because he wants it on account of the completeness of the news service and the general dependability of the paper.

With the June increase of price on white paper, made by the Federal Trade Commission, and the still further probable increase as announced in Washington dispatches yesterday, the subscription price of the Courier is most moderate.

MR. ADVERTISER: The above is what you are paying for when you buy advertising space in this paper. Analyze it, and make comparison for your own satisfaction.

The home field local news is the big feature of this paper—that makes it universally popular. Then comes the state-wide news, and the outside news, covering the world. The exclusive specialties that have all gone over "the top" in point of praise are: "Bringing Up Father;" Ruth

Cameron's side talks for women readers; The Sandman bedtime stories for the children; Uncle Harry's talks, Current History for the young folks; Medical Department advice for all; Simonds' Reviews of the World War, for everybody; Neighboringtown Correspondence.

A. W. PETERSON, Publisher

J. C. HARTMAN, Editor

Waterloo Evening Courier

AND WATERLOO DAILY REPORTER.

WATERLOO, IOWA

STORY, BROOKS & FINLEY—Representatives—New York, Philadelphia, Chicago

has been the subject of much favorable comment. This plan is in line with the work that Wisconsin merchants are doing in exchanging goods among themselves. The man who has an overstock of some scarce product divides it with a fellow retailer in some nearby town who has no stock at all. This is good wartime co-operation.

The possibilities of rationing are limited only by the extent of the imagination. There is really no end to the number of methods that can be devised for parcelling out goods. However, most of these schemes are nothing more than expedients. As a means of temporarily holding the trade in line and of retaining good will, they are effective. In the long run, though, no plan for keeping distributors satisfied can take the place of the merchandise. A distributor must have something to sell or he can not long stay in business. One thing, therefore, that the manufacturer, who has nothing to sell, can do for his dealers is to furnish them with plans for keeping alive during the war. What can they do that will enable them to get along on a smaller volume of business? Are there any side lines they can add that will make up for volume lost in other directions? Much work of this kind has been done in the automobile field.

CURTAILMENT OF LINES THE ANSWER

If the war goes on for a long time probably the rationing scheme that will be employed the most extensively is, strictly speaking, not rationing at all. It does away with the necessity for rationing. It is for the manufacturer to concentrate on the product he is sure he can make in quantities that will come close to taking care of demand. For the time being he will have to abandon everything else. This method has worked very well in England. A manufacturer, formerly making a hundred items, by concentrating on half a dozen has been able to keep up his old volume.

A decided tendency in this di-

rection, as frequently recorded in PRINTERS' INK, has started in this country. The restriction of the number of sizes, models and styles in various lines has made it possible for the manufacturer to devote all the raw material he could get to his chief product. Even though the supply of raw material is greatly curtailed, it is often enough to make a satisfactory showing when turned into a single product.

For example, owing to the sugar shortage, a candy manufacturer is preparing to drop a number of his pieces. This will give him a lot of extra sugar for his main sellers. He can now tell dealers that while many pieces have been withdrawn, they can have practically all they want of the pieces that are the most popular. In those fields where it is possible to adopt this course, the war selling problem is greatly simplified and the puzzling rationing question is solved.

U. S. Investigating Mail-Order Firm

Judge Landis of the United States District Court in Chicago is examining the affairs of the Riley-Schubert-Grossman Company, a mail order concern. The federal authorities charge that \$2,750,000 has mysteriously disappeared from the company's assets. Two members of the company, Samuel M. Grossman and Asher J. Goldfine, were arrested on charges of using the mails to defraud. They were locked up after a preliminary examination by Judge Landis who fixed bail at \$15,000 each.

Lee Goes to "Clothiers' Bulletin"

H. C. Lee has been made the Chicago advertising representative of the *Bulletin of The National Retail Clothiers Association*, Des Moines, Ia. For some time he has been acting as assistant to R. G. Johnson, who is the Chicago manager for the *Merchants Trade Journal* group of Des Moines.

Seymour to Leave Waterman

Fred P. Seymour, for 12 years advertising and sales manager of L. E. Waterman & Co., New York, is severing his connection with that company on August 1. Mr. Seymour was previously connected with the Dennison Mfg. Co. for a similar period. His business plans for the future have not been announced.

(Excerpts from PRINTERS' INK, July 18, 1918)

The Peculiarities of Film Advertising

The Progress This Medium Is Making
By Harry Levey.

Industrial Department, Universal Film Mfg. Co.

Address before San Francisco Convention, A. A. C. of W.

THE weak link, if not actually the missing link in the industrial film field, has been distribution.

* * * * *

Through all the years of motion-picture progress American manufacturers have been making records of their processes and telling their story in pictures, . . . when they had them they didn't know what to do with them.

* * * * *

SCREEN MAGAZINE CIRCULATION

Interest in processes of manufacture was revived by including industrial films in the weekly film releases known as screen magazines, in which four or five diversified subjects were included in a single reel.

In this length—from 150 to 300 feet—an industrial or other process subject, sandwiched as it was between lighter topics, proved decidedly popular and interesting. The scenes were short and the more pictorial phases were selected.

Just as the public is interested in the advertising columns of the newspapers and magazines and as effective display is a factor, so cleverly presented advertisements proved, if not an actual drawing card, at least an acceptable small part of the daily programme.

* * * * *

SOLVING THE ONE-REEL CIRCULATION PROBLEM

But the problem of getting circulation for full-reel and multiple-reel subjects was not so easy, even though they were treated with ingenuity.

Nevertheless the problem of distribution has actually been solved and we are now conducting national campaigns of advertising through the films.

* * * * *

An example of this method of presentation that we now have in national circulation is called "Over the Roads to War."

* * * * *

Thus "Firestone" is insinuated into our consciousness unforgettable and at the same time we have learned much of value and been engagingly entertained.

* * * * *

A somewhat similar but even more notable example of national film advertising with the indirect appeal is the Universal Film Manufacturing Co.'s "Careless America" film, which is a Safety First traffic preaching of national value and that also ties up with the conservation of tire rubber.

* * * * *

It will be seen, then, that the problem of circulation depends upon various factors, including especially, direct contact with the exhibitors, but that it can be and has been solved.

* * * * *

The advertiser who has something engaging to say that is worth saying and the industrial producer who is resourceful and conservative have a long and most effective career together ahead of them. The field is almost untouched.

(Advertisement)

DISTRIBUTION OF INDUSTRIAL FILMS

Not an occasional showing in some obscure hall, but actual feature bookings in every theatre of every town in the country or any particular territory you wish to cover.

THERE IS ONLY ONE WAY TO PUT OVER YOUR MESSAGE IN FILM

FIRST: The story must be written by specialists who find the angle that will be most acceptable to the general public.

SECOND: The photography and direction must be the work of experts. Anyone with a camera can "take" pictures and tell people where to stand, or sit, or walk; but for industrial pictures that are intended for general distribution the photographer must know his business and a great deal about YOUR business. The director must be an *Advertising Man* who knows motion pictures from A to Z.

THIRD: The *Distribution* must be supervised by a **SALES MANAGER** who conducts YOUR campaign as if it were his own.

When this has been done, Motion Picture Advertising finds its place in the advertising world along with the other tried and proven mediums of publicity.

Send for our illustrated folder showing how we are doing it for the other fellow.

INDUSTRIAL DEPARTMENT UNIVERSAL FILM MANUFACTURING CO.

*Largest Manufacturers and Distributors of Films
in the Universe.*

1600 Broadway - - - New York City

Wanted

AN advertising solicitor who knows and is known to the principal advertising agencies; preferably one who is familiar with the underwear and hosiery trade.



Apply, with full particulars, in
strictest confidence to

The Underwear & Hosiery Review

320 Broadway - - - - New York, N. Y.

War Reveals Large Neglected Markets

The Plumbing Industry Outlining Plans for War-Time Business—Promising Aspects for Farm Market

By Daniel Louis Hanson

THE Government's action in cutting down the output of porcelain sanitary ware to a third of muffled furnace production, followed as it was by a 50 per cent reduction in the enamel ware output, wasn't nearly as hard a blow to the manufacturers affected as the sympathizing press imagined. As a matter of fact the Government really "saved the face" of the manufacturers. The demand for sanitary ware of all kinds had so fallen off because of high prices and the mounting wave of "economy" which the war brought even before we were in it—that it was merely a matter of a few weeks at the utmost before plumbing manufacturers would have been compelled to take such action of their own volition.

They stood on the bank shivering and Uncle Sam took pity and threw them in. It was warmer in the water.

But there is a marked difference between paddling around in shallow water for a time on a hot day and being carried out to sea. And before long the plumbing and heating building trades, manufacturers, supplymen, plumbers and heating fitters, saw themselves drifting out to deep water where only a small number would have been able to keep their chins above surface. The commercial agencies are responsible for the statement that in the twelve months preceding March, 1918, more than eighteen hundred plumbing shops went out of business—that out of a total of possibly twenty-two thousand. And the jobbers had their losses as well.

The building permit figures were simply appalling; there wasn't any building outside of war work and some unfinished structures like the Hotels Pennsylvania and Commodore in New

York City. The famous loop district in Chicago, which has kept putting up sky-scrappers ever since the World's Fair year, 1893, didn't have a single rivetting machine at work. Material was high, there wasn't any material; labor was high, there wasn't any labor. Then investors were wearing Mackinaw stockings and double Arctics even in August.

NO RELIEF IN SIGHT IN WAR WORK

What made this condition the worse by comparison, was the general prosperity of the country; business was booming, labor getting the highest wages it ever had enjoyed and spending them, too—but no building. Even the cannery work offered no relief, for patriotic manufacturers of plumbing and heating material took that on a percentage basis, less than ten per cent above actual shop cost of goods, with no overhead figured in.

Some of the big plants could be turned over to munition work—a notable instance being that of the L. Wolff Manufacturing Company in Chicago, which made the big shift in record-breaking time, but most of the manufacturers were barred from an opportunity they gladly would have seized, by the nature of their mechanical equipment. And even had all the manufacturers in the line been able to give themselves to Government work—what about the plumbing and heating shops the country over—the distributing media for the vast output of plumbing and heating material in normal times? Several thousand such shops going out of business in the second year of the war, plus those already closed, would have the same effect on the business as a whole as the over-pruning of an orchard—a set-back for years to come.

It looked even to the most optimistic as if one of the prices we would have to pay for defeating the Kaiser, might be a disrupted plumbing and heating industry. A trades organization which had been built up during thirty years through the earnest and—in many instances, self-sacrificing work of the National Association of Master Plumbers, a kindred organization of heating and ventilating engineers, and of several supply associations, the Eastern, the Central and the Confederated being among them. Also the various manufacturers' associations.

America is to-day the bathing nation of the world because of the individual and team work done by these various organizations. And for the same reason America is to-day bathing in porcelain-lined baths of less price than the greasy zinc affair cost twenty-five years ago, or even now is sold for in some other lands. Such was the situation a few months ago, and one that the trade press of the line hadn't been slow in sounding a warning about:

"There isn't any new building, there can't be till the war is over—then the boom is coming, one for which we must keep our organizations intact, manufacturing, distributing and installing. But what—and how?"

SALVATION IN OLD BUILDINGS

The trade press answered its own question: "By getting eternally busy in rehabilitating old buildings. Where only one bathroom existed before let two—or three, even—blossom now. By installing sanitary fixtures in old buildings where none were installed previously. By pushing new fixtures for old school buildings, old factory buildings, by installing public comfort station work in small cities and towns, where up till now they have only 'talked' it. By clearing up all rehabilitation work preparatory to the tremendous building boom that is going to begin with a rush the moment peace is declared."

That sounded so good to a hungry and thirsty building

trades industry that one manufacturer, the Thomas Maddocks Sons, of Trenton, sanitary earth-ware producers, tried it out, as described in the issue of PRINTERS' INK for April 11, 1918, and found it "good." But the movement would have to be national in scope, embracing the various lines of the two industries, heating and plumbing both, and call for the co-operation in both money and enthusiasm of some forty thousand master plumbers, heating men, supply houses and manufacturers, to be effective.

The various state associations of plumbers and heating men at their winter conventions nibbled at the subject; so did the supply association. Finally the three groups got together in March—"The Trade Extension Committee"—at Chicago and took the first steps looking towards a nationwide "Replacement Campaign." A "business doctor," to quote from the proceedings of that gathering, was appointed and given till the June meeting of the National Association of Master Plumbers, in St. Louis, to report conditions and remedies. But at the same meeting certain recommendations were adopted looking toward an immediate speed-up on the part of all concerned:

"That the trade as a whole study their present advertising to make it more pertinent and effective, substituting illustrations and text that will be forceful in convincing the public of the benefit to be derived from a sound investment in sanitary fixtures and heating appliances; showing that heating and plumbing are essential to home comfort, to health protection and to domestic labor economy. In short, that plumbing and heating industries are indispensable as a factor in the economic world."

Then an advertising campaign was outlined: "To teach the public the wisdom of conserving its property, improving its own comforts and insuring general sanitation, through that public's utilizing some of its rent in income profits in bringing the equipment

The
POWER, ALEXANDER and JENKINS
COMPANY
Advertising
DETROIT



It is a significant fact
 that our accounts are
 rarely solicited by
 other Advertising
 Agencies.

How One Worth-While Girl is Helping

The following letter from an Ohio girl is interesting, significant, and typical of the confidence and fine cordiality existing between our editor and her girls, expressed in one way or another in the hundreds of letters she receives weekly:

"Having read THE GIRLS' COMPANION since a little girl, I will write you a letter to show my appreciation of it. I enjoy every sentence in it, and especially The Correspondence Corner. Like so many of the girls say, I find The Companion a true friend, and think its name well descriptive of the paper. I am a girl and will be a farmer's wife some day. I spend my vacation during the summer months helping on our farm, where I am badly needed since farm labor is so scarce. I help both in the fields and in the house. Outside this summer I have hood corn and potatoes, help my father in the haymow, help my mother in the house, help my sisters with their work, and I can sing, play the piano, and assist with the various house duties. I have two sisters and two brothers, all younger than myself."

How about the advertising value of a real Girls' Paper—its genuine reader interest—with a girl like that? Every week over 400,000 just such girl-subscribers (79% in towns under 25,000) anticipate and thoroughly enjoy

THE GIRLS' COMPANION

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARNILOE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York
 Archer A. King, Inc., People's Gas Building, Chicago
 Sam Dennis, Globe-Democrat Building, St. Louis

'COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS'
 THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

of already existing buildings into a modern state of efficiency. Thus at the same time, by utilizing the workmanship and products of our lines, help an important industry through this the day of dull building market."

These resolutions and recommendations left to the "business doctor" simply such diagnosis as "collecting certain data on estimating, costs, installation, credits, collections, advertising, display rooms, and other promotion which shall educate and qualify the trade."

But it mustn't be lost sight of that by the "trade" in the last quoted paragraph more particularly were master plumbers and master fitters kept in mind. The ultimate success of the nation-wide propaganda would have to come through the enthusiastic and intelligent co-operation of the ultimate distributors, the little plumbing and heating shops the country over.

The discussions of that and later meetings are too long to more than suggest their nature, but it is of more than passing interest to find the general belief being expressed that the first class to get after was the farmer; he had, of course, prospered highly through the war, and he of all classes represented the most promising condition as to plumbing and heating devices. The old oaken bucket, swinging as a sort of death pendulum, would have to go first of all; in its place the modern and sanitary gas-engine pumping outfit. The farmer's wife, the farmer's hired man, no longer between them would wear a path to the old well, or to the spring in the pasture lot; water would be at their elbow, in house and barn. The tin basin will no longer grace the bench by the kitchen door; a white lavatory will take its place. Sinks, laundry trays, bath tubs, closets, water in barn, henry, as well as in house—on thousands of farms this country over, comprises work which the plumbers and heating men—for the extravagant and gassy stove will have to yield

place to the central heating plant—expect to help carry them through the present season. And their faith is based on reason—if the advertising campaign is carried out as now outlined.

THE ADVERTISING PLAN ADOPTED

The convention of master plumbers in St. Louis the first week in June, and of the heating industries in Chicago on practically the same dates, indorsed in full the various recommendations and plans laid before them. Foremost in its reports was the Educational Committee of the National Association of Master Plumbers. It leaves but little to chance, does that committee; the work of the master plumber—and that of the heating craft—will be closely allied—in utilizing his home papers for advertising purposes, his system of circularizing, of sales letters, of telephone calls, of personal solicitation, is all carefully outlined for him. His very show windows and show-rooms will no longer be mere assembling places for stock—from now on they have got to be pulling. Community advertising, movie pictures—it's all on that educational committee's report. Even the most indifferent—or unused to business ways—can't depart far from it. And if he does the committee will be immediately on his trail.

Close formation is what this movement depends upon for its success, and close formation will be maintained at any and every cost.

As an object lesson in showroom work, the national association during that first week in June, held a sanitary exhibit of plumbing and heating devices in one of the city's largest buildings. To this flocked not only delegates and their guests, but also the public at large. In fact, the exhibit—showing by actual comparison the difference between the outfitting of the modern and successful shop and the opposite; the pulling showroom and window and the other kind—drew visitors from all over the country.

POPULATION OVER 80,000

Chester has an actual population of over eighty thousand. The estimated population within three miles of the City Hall is 100,000.

Huge steel, shipbuilding and munition factories have brought thousands of families to Chester which has meant a doubling of the population within three years. Chester is buzzing with business, the people have lots of money and they are spending it. Never in history have the laboring classes made the money that they are making now.

This great market should be sought and taken care of by every advertiser. The CHESTER TIMES and THE MORNING REPUBLICAN (Evening and Morning) are carrier-delivered into the home. Chester people take their home newspapers in order to get both the local and foreign news.

*The Only Daily Newspapers Published in Chester City
and Delaware County*

CHESTER TIMES and THE MORNING REPUBLICAN

Chester, Pa.

FOREIGN ADVERTISING
303 Fifth Avenue, N. Y.

FRANK R. NORTHRUP, Manager
1510 Assoc. Building, Chicago

Impressive Record of **The Richmond Times-Dispatch** *For June*

Daily Circulation	35,046
Gain for the Month.....	10,733
Sunday Circulation	58,185
Gain for the Month.....	9,517
Member of the A. B. C.	
Total Advertising (Lines).....	510,360
Gain for the Month (Lines).....	58,848
De Lisser Bros., Auditors	

Some Times-Dispatch Advertising Gains Itemized:

Department Stores Gains, 5,428 Lines Men's Wear Gains, 334 Lines
Automobile Gains, 32,245 Lines Women's Wear Gains, 9,903 Lines

ADVERTISING SERVICE ABOVE PAR

STORY, BROOKS & FINLEY, Special Representatives

NEW YORK

PHILADELPHIA

CHICAGO

**All the Dish Needs
Is a Little Salt**

If you are an
**Editor
Publisher
Manager
Salesman**

You may have the Make-it-pay Seasoning we want to find.

Or if you are a capable **GENERAL Manager**, here is promise of a larger success.

Are you fitted to swing a class paper, semi-monthly, selling over 5,000, with prospective readers and advertisers everywhere and a clean bill of health?

Youth, energy and experience in the best of publishing and advertising will help.

Write fully. Address "J. T." Box 175, care of Printers' Ink.

So much for the activities of the final distributors, the heating and plumbing shops. What about manufacturers and jobbers?

It must be stated, though with humiliation by one long associated with plumbing and heating industries, that the propaganda for better sanitary goods and a greater distribution of them, has been carried by a small number of national advertisers; the Standard Sanitary Manufacturing Company, the J. L. Mott Iron Works, the L. Wolff Manufacturing Company, the Kohler Company, the Crane Company, and the various pottery manufacturers at Trenton, Thomas Maddocks Sons, the Trenton Potteries Company, the Monument Pottery and some other plants—have done 90 per cent of the strictly speaking national advertising—that is, advertising to the ultimate consumer—in the plumbing line. In heating, the principal one has been the American Radiator Company, with the Gurney Manufacturing Company, Pierce, Butler & Pierce, and a very few others, carrying the burden of popularizing heating devices and heating economy.

The ones mentioned have probably carried 70 per cent of the trade paper advertising as well. To them, then, must be given the credit of having lifted mere plumbing and pipe fitting into the domain of sciences; of having evolved fixtures, and of having sold the line as a line to the American public. Other concerns have done something, of course, in inventing and perfecting, but in advertising—and without that nothing else would have availed—the ones mentioned are far the leaders.

And this, too, must be confessed, that the many hundred jobbers in both line have been—in but few instances—mere parasites, neither inventing, manufacturing or popularizing their lines through advertising. Not boosters in any sense of the word, just the opposite, which means parasites. Not even the trade papers have enjoyed their advertising patronage. The result of such in-the-

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trenches policy has been "a jobber at every railroad water tank." And a consequent tax put upon the large and enterprising leaders, such as the ones mentioned.

Now, however, that is to be changed—in a measure at least—the supply associations having taken a hand in national advertising as a whole, each and every member of such organizations will have to pay his share. A considerable fund will be invested by the trade in national advertising, and while the result directly sought is that of inducing rehabilitation work in the two lines, so as to bridge the war period, yet another—though indirect result—must surely be the awakening of heating supply men, who up till now have looked upon advertising as anathema, into individual advertisers somewhat in national channels, but certainly in trade papers.

And the master plumber—well, hasn't he always advertised by having a red-painted kitchen boiler bolted to the sidewalk curb—a standing invitation for the weary midnight stroller to lean against? From now on, to the scrap pile with the boiler! The newspaper, the carefully prepared circular, the sales letter, the intelligent telephone conversation—these are going to advertise him and his line. Don't forget that last—"and his line."

There is the story of a great trades organization, twelve thousand members among plumbers out of twenty-two thousand shops but having 80 per cent of the entire purchasing capacity in that field, awakening to a rather belated realization of the absolute need of printers' ink in saving itself from actual catastrophe. The campaign now opening will be watched with interest by all building trades organizations. In it the plumbers and heating industries have again been the leaders and pioneers.

Roelker with the Red Cross

William G. Roelker, advertising manager of the Providence (R. I.) *Journal*, has been appointed associate director of the Bureau of Chapter Organization of the American Red Cross.



BOTH
AT HOME and ABROAD

"PUNCH"

has

NO EQUAL FOR
CREATING SALES

in

HIGH-CLASS
TRADE

A LEADING Advertising Agent, handling the business of many important firms, writes:

"There is no medium to equal 'PUNCH' for creating sales in high-class trade at home and in the Colonies. I can vouch for this by the experience and reports of the highest class of British advertisers in many trades."

You—if you would seek the patronage of Britons at home or scattered far the wide world over—can choose no better medium to reach them than "PUNCH," with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouvier Street
London, Eng.

The Farm a Great Reservoir of Branded Advertising

II.—Great Things Have Already Been Done—How to Brand, Standardize and Advertise Farm Specialties

By Don Francisco

Advertising Manager, California Fruit Growers Exchange

[EDITORIAL NOTE: This is the concluding instalment of Mr. Francisco's address delivered at the San Francisco A. A. C. of W. Convention. It may be read independently of the first part, which appeared in *PRINTERS' INK* last week.]

THE raisin industry offers a very clear illustration of the power of advertising when applied to a farm product.

The California raisin growers were in about the same condition as that which originally confronted the orange and lemon growers. Their malady was not over-production, but under-consumption. As they developed raisin growing around Fresno they reached a stage in which raisins could no longer be produced and sold at a profit. The price to the grower had gotten down to two cents a pound and many of the farmers were beginning to pull up their vines and start other crops. Necessity forced the growers to band together to form a selling organization. The organization agreed to buy the growers' raisins at a minimum price of three and a quarter cents a pound. They bought 80 per cent of the crop.

But it was one thing to buy the crop and another thing to sell it. The most serious problem before the industry was the carry-over each year of from 15,000 to 30,000 tons of raisins.

Following the example of the citrus growers they placed their hopes in advertising.

They advertised the "Sun-Maid" brand of raisins, but their chief concern was not in establishing a brand but in selling raisins where none were sold before. After careful investigation they chose the bakery trade as being the outlet offering the greatest immediate possibilities for increasing consumption, and began ad-

vertising raisin bread, and later raisin pie.

It was an easy matter to check up the results of the advertising so far as bread was concerned. They sold to the baker, for bread-making purposes, a special twenty-five-pound package which had never been packed previous to the advertising. This box would not have been purchased except by bakers making the bread and pie being advertised.

In four years of bread and pie advertising they built up with the bakery trade on the new package a business of 21,587 tons. In 1914, when the raisin growers began to advertise, the total crop of raisins was 98,000 tons and there was a big carry-over. In 1917 the crop amounted to 163,000 tons, but so effective had been the four years of advertising, that the entire crop was sold out six months before the next crop had matured.

In other words, in four short years the consumption of raisins had been increased 66 per cent.

ADVERTISING INFLUENCES THE FARMERS' LIFE

I believe one reason why our farmers are such believers in advertising is because with them advertising has been a personal matter.

Take the raisin industry, for example. Before the day of advertising the spirit of the raisin grower was at low ebb, the mortgage worried him, the women-folks could not afford good clothes, the children couldn't attend high school, and the grocery bill was overdue. But advertising helped to change all this. It affected the growers' family life. When you do something personal for a man, when you make it possible for his wife



40th
Year

SMALL advertising appropriations, capably handled, have fathered some of America's greatest businesses.

A wise application of moderate sums has been a special study here. We offer long experience in extending the power of such moneys and in putting strength into small spaces. Let us verify this.

W.H.H. Hull & Co., Inc.
Tribune Building, New York
Established 1878

The Hollenden Cleveland

THE HOLLENDE is complete in every facility to make you comfortable in body and mind. Eight hundred delightful rooms; numerous club-like parlors; four splendid restaurants. Near theatre, shopping and financial districts, and all terminals of travel.

European plan, with bath,
\$2.00 and upwards.

Publishers of Catalogues

Before placing your next paper order, it will pay you to let us submit a dummy made up of

FEATHERCOAT

the super-light enameled book paper for half-tone and color printing

The extreme lightness of Feather-coat (25 x 38—46 lbs. and 25 x 38—37 lbs.) reduces mailing costs. Its splendid surface enables the printer to bring out the fullest, brightest effects from type and cuts.

BERMINGHAM & PROSSER COMPANY

Color Benday? Sure!

There is *nothing* in the way of color engraving that we cannot do. Our equipment matches up with the best. Our skillful, loyal force of engravers work with the spirit of craftsmen. And sixteen years of experience, serving an exacting clientele, makes it sure that "every Trichromatic plate is as good a plate as can possibly be made."

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue - - - New York City
J. H. Tryon C. A. Grotz

to be better dressed and his children to be better educated, and you enable him to shake off the collectors that snap at his heels, you are pretty likely to make a friend.

The big manufacturer would probably smoke just as good cigars if his business did suffer a little from lack of advertising. There would probably be more advertisers among big businesses to-day if advertising could demonstrate its power in a personal way as it has done for the Western farmer.

Advertising was a tonic for the raisin industry, and each grower is his own testimonial of conditions "before and after taking."

THE APPLE GROWERS ADVERTISE

The Northwestern apple industry was also a sick business. The apple growers found themselves 2,500 miles from their average market. In fact, it cost them at the rate of \$1.65 to \$2 a barrel to deliver their apples to the principal markets. Now in the big apple districts of the East and Middle West the growers could make a good profit if the selling price on their fruit was \$1.65 or \$2 a barrel, but out here in the West such a price would barely cover costs. The Northwestern crop was all harvested within the short period of 100 days, and there was the additional handicap that apples came against competition from local grown fruit in practically every State in the union. The answer to the situation lay in co-operative advertising, which must be the answer to all similar dilemmas. The Northwestern Fruit Exchange set aside the first appropriation in 1913.

For one thing they employed advertising to educate the consumer to buy the right variety of apples at the right time. They knew the public would be better pleased if it bought each variety when it was at its best.

New York is a big apple-growing State, but the Northwestern grower came 3,000 miles across the continent and won his share of the big market in New York

city. The apple business in the Northwest is comparatively new, yet there are no brands of apples in the national market which are as well known as "Skookum" and "Hood River."

To be successful a co-operative association must sustain and develop the individuality and initiative of its units. The stifling of local pride and ambition has been the rock upon which many a co-operative movement has been wrecked. An organization may be co-operative and yet promote rivalry and enthusiasm among its members. The Associated Advertising Clubs of the World would not have attained its present degree of success had it not allowed each local club to retain its own individuality and develop initiative to the greatest possible extent. And the Associated Advertising Clubs of the World is nothing more nor less than a co-operative organization that has been formed to promote the good in advertising. In the co-operative marketing and advertising of fruit can you imagine what would happen if each shipping unit in a large organization was allowed to market its fruit under a single trade-mark without the barest opportunity to build up a reputation of its own? The producer of high quality fruit would suffer for the inefficiencies of the producer of poor fruit. There would be no incentive to produce high-grade fruit and the quality would drop. This problem is of basic importance in co-operative advertising, and the plan used in the citrus fruit industry is a typical solution.

In each association the fruit of all members is pooled, but every grower receives a receipt for the number of pounds of each grade which he delivers to the packing house. He is anxious to get as large a percentage as possible of his crop into the higher grades because he knows that when a car is sold the returns will be greater on this class of fruit. Only the top grades are sold under the advertised brands. Each grower, therefore, is constantly striving to

improve both the quality and size of his crop.

Having provided the individual grower with an incentive to produce good fruit, the next step is to encourage each association to pack it in the best fashion.

The advertised trade-mark, "Sunkist," appears on the wrappers of the best grades. But each association has its special labels or brands of "Sunkist," and these labels go on the end of the boxes and are known to the trade. The consumer buys "Sunkist." The jobber wants "Sunkist," but he probably wants "Sunkist" with the "Pet" label, or "Triple X" label on the end of the box, or the "Sunkist" that is shipped by the "Orange County Exchange," according to his preference. By special attention to grading and packing, each association has an opportunity to build up with the trade a demand for its particular brand, and shippers are fully alive to the importance of maintaining the quality and reputation of their brands. Thus, we have a healthy competition within co-operation—a force which is more effective in maintaining the quality of "Sunkist" than any police power which might be applied by the central organization.

Nowadays it is trite to say that in order to be successfully advertised a product must possess quality, but this fundamental should be emphasized in a discussion of the co-operative advertising of agricultural products because the quality of Nature's products cannot be absolutely controlled as can those of the manufacturer. The quality of fruit, for example, is likely to be affected by variations in soil, climate and season. Therefore, with farm products, uniformity in eating quality, size and external appearance is the result of scrupulous grading to a rigid standard.

The man whose product does not possess sufficient merit to withstand the X-Ray of public inspection had best not advertise, because he only draws attention to something unsatisfactory. His trade-mark becomes the buyer's

danger signal instead of a clue to other satisfactory purchases. For a dependable product, advertising, properly used, becomes a powerful force. For the farmer, it puts rollers under his excess crop.

A purely co-operative organization is an industrial democracy and it cannot proceed faster than the will of its members lets it proceed. In handling the advertising of a co-operative organization it is of basic importance that the units of the association understand what is being done and are in sympathy with the programme. You will find that the successful co-operative advertisers take great pains to keep their membership informed on the advertising plans.

Many of the associations have their own magazines which go monthly to the membership, and in these house-organs they have an opportunity to explain the advertising to the growers. In our own case every advertisement we publish is posted on a bulletin board in every packing house and sales office and later preserved in a big book for reference. Every year representatives of the advertising department give from twenty-five to forty talks on advertising to the growers at their annual association meetings. Through daily bulletins our people know the plans of the advertising department, why this or that was done and what the results were. We ask our salesmen and shippers for advice and suggestions and take them into our confidence. They feel that they are a part of the campaign and that advertising, after all, is only one phase of selling. Twice a month we give a general talk on some phase of our advertising campaign before the Board of Directors, which is made up of representative growers.

THE INFLUENCE OF ADVERTISING ON THE ORGANIZATION

Last year, to pass an appropriation of \$400,000 for advertising oranges and lemons, it took our Board of Directors just two minutes.

The policy of selling the advertising to the organization has another value aside from that of keeping the association behind the publicity. The "manufacturing plant" of a farmers' organization usually covers thousands of acres and the workers are never gathered under a single roof. Under such conditions, anything that gives the members a common purpose and a common pride in addition to their mutual problems becomes an ingredient in the cement that binds the organization together.

Good advertising is a sort of perpetual membership campaign for a co-operative organization. A farmer is proud to think that he ships his product under a nationally known brand. The advertising of a fruit or vegetable benefits everyone who grows or ships those fruits or vegetables, and growers are likely to feel a sort of moral responsibility to join the organization and help support the big umbrella of advertising that protects their investments.

Every year we spend as much for advertising as we do for other forms of selling. It is the organization's biggest investment for it owns no factory. The biggest asset of the Exchange is the good-will value of its trade-mark and reputation. It is a big loss to the member who might resign and a big gain inherited by the grower who joins.

The Walnut Growers' Association gives its members a sign reading, "This is a Diamond Brand Grove," and the raisin company furnishes a "This is a Sun-Maid Vineyard" sign which the members display with genuine pride.

In our own organization we issued a board sign several years ago which read, "This is a Sun-kist Grove," and in distributing it, we decided to place a price on it to see, as a matter of interest, just how much our people cared about their product being branded as "Sun-kist." More than 2,000 signs were sold and paid for by the growers themselves.

I have a list of 128 co-operative advertising campaigns. Twenty-two of them are on food products; twenty-four are conducted by publishers and advertising organizations; thirteen are promoting cities; sixteen are on building material; fourteen are featuring markets and streets; twelve urge the wider use of lumber; eight say a word for public utilities; seven are in behalf of real estate; five are supported by manufacturers of wearing apparel; four are paid for by banks and trust companies; three advertise stock associations; and twenty are miscellaneous.

In looking over the list, one is struck by the splendid fact that some exceptionally strong concerns have not considered themselves too firmly entrenched or "too big" to join with their competitors in a work that, from a financial standpoint, they could well afford to do alone.

The idea of co-operative advertising has grown with remarkable rapidity in the last four or five years. It has tremendous possibilities for the future.

Some of the oldest and some of the biggest of these co-operative campaigns are directed from the Pacific Coast—and most of these Western campaigns are on natural products.

ADVERTISING OPPORTUNITIES ON THE PACIFIC COAST

Out here on our Western coast are many successful and important advertising campaigns with which you are all familiar, but which are not of the co-operative sort. Fundamentally, they are not different from the campaigns of our big Eastern manufacturers. I have not referred to them because they are not new in type, and because they are not especially typical of the West. The coast has been a leader in the co-operative advertising of agricultural products. It has been our greatest success, and I believe it forms our greatest advertising opportunity for the future.

I believe the great, big national advertising opportunities of the

Pacific coast lie in the promotion of those things which cannot be as well or as cheaply produced elsewhere. As soon as a Pacific coast manufacturer gets national demand he faces the economic necessity of establishing branch manufacturing plants near his big marketing centres in the East. He is handicapped when he produces something that can be manufactured just as well at the buyer's door.

Take, as an example, the case of the Hotpoint people, which, incidentally, is a remarkable advertising story. Their factory was in a little California town 2,500 miles from the source of most of their raw materials, and 2,500 miles from their big market. Labor conditions surrounding the manufacture of their line were more favorable in the East. Competition in the electrical field has high financial backing, and was firmly entrenched before the Hotpoint people started. Yet in a relatively short time they were able to win more than 50 per cent of the national business in their line, because they were the first to place their message before the country in a big way. They taught women, through advertising, how to do commonplace things in a new and better way, but soon after they had secured the national market, necessity required them to build factories nearer their centres of distribution.

The experience of the Carnation Milk people is another example. Carnation Milk was first produced to meet the demand from Klondikers during the early gold excitement. Gradually the business was built up to national proportions, but their product is one that could just as well be produced in the East, and as the business grew branch plants had to be established nearer to the Eastern markets. Like the Hotpoint people the proposition outgrew the coast because it became a question of sales rather than production. Facilities for production were about equal in East and West, but the market was East,

In the fruits of the soil and the fruits of the sea, the West will find its greatest advertising opportunities. Along the coast we have our immense fishing industries that are only beginning to utilize their possibilities of advertising.

Some years ago the loganberry growers were unable to market their yield. With a small fund spent in advertising they were able to move the crop, and as a result of more recent and more extensive publicity work, the demand for loganberries, canned, dried and loganberry juice has been so great and such splendid prices have been realized, that the loganberry industry is becoming a very important one in the Northwest.

The lumber industries have recently begun the cultivation of their market through advertising. I am told that even such a commonplace product as alfalfa will soon be sold under an advertised trade-mark. The peach and apricot growers are already advertising, and olives offer an unusual opportunity. A new process for dehydrating fruits and vegetables will require an educational campaign, and many by-products, such as orange and grapefruit marmalade, offer exceptional advertising opportunities just now. Walnuts, almonds, figs, cantaloupes and many fresh fruits will benefit by advertising when they have worked out suitable packages and marks of identification and perfected their organizations. The canning industry is already organized for advertising, but except for a few products such as beans and soups, the total amount of advertising of canned vegetables and fruits in this country is still relatively small.

Western producers are realizing the importance of controlling their own distribution and building their business around a name which they themselves own. They see the difference, from the shippers' standpoint, of selling "Uneeda Biscuit" and selling "crackers." They say "If I had been in Mark Twain's place and



The Admission Price

One hundred thousand women have paid three hundred thousand dollars to listen to the editors of WOMAN'S WEEKLY.

The admission price to this audience of buyers is only one half cent per line per thousand,—the same price you pay to talk to an audience which has paid a much smaller sum.

It is worth while to get your product before them at once—and keep it there.

Woman's Weekly

A Magazine of Service to Womankind
10 cents a COPY

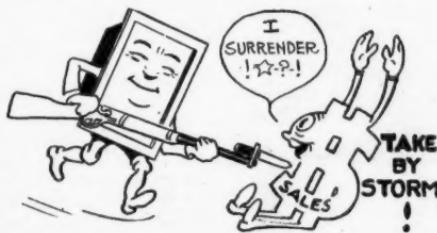
\$3.00 A YEAR

Published by

Published by,
THE MAGAZINE CIRCULATION CO., INC.

Est. 1900—Inc. 1905

Over the Top with the Sig-No-Graph



The Sig-No-Graph captures sales, puts distribution "over the top" and keeps the dealer happy. The novel and pleasing light effects of the Sig-No-Graph never fail to attract attention. Merchandise displayed with a Sig-No-Graph is looked at and remembered—not seen and forgotten.

Write for our booklet—“Winning Sales With the Sig-No-Graph.”

THE SIGN-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

Wilmington, Del.

In the Heart of the Industrial Centre
of the East



EVERY EVENING

Is Unquestionably the *Leading* Newspaper
in the Field

Conservative, Influential, Reliable—a
High-class Daily for Intelligent People

BRYANT, GRIFFITH & BRUNSON, Inc.

Foreign Representatives
New York Boston Chicago



Sample Layout
from

**ADVERTISING
ART COMPANY**

1269 Broadway, New York

Telephone Mad. Sq 3614

Art Plans, Layouts, Illustrations
Lettering, Decorations, Photography
Booklets, Catalogs, Folders
Posters, Car Cards



owned his reputation, I wouldn't have been writing books for some other fellow to put out as his own, and why should I allow someone else to build a reputation on my products?"

The advertising possibilities of California, and in fact the Pacific Coast, are at the present moment exceedingly glowing. Nature has gifted California with a climate that is unequalled, perhaps, anywhere in the world. Here products can be grown twelve months in the year—no resting periods, no leafless trees, no frozen ground. In these perilous times, California, with her horn of plenty, has an opportunity of being the Big Sister by throwing tons of her fruits, her vegetables and her fish to the hungry mouths of the world.

The fruits of the soil and the fruits of the sea are adequate substitutes for many of the food products that are now on the restricted list. We must keep filled the larder of less fortunate communities in these war times. This is California's patriotic duty. This is the opportunity that California accepts with pride and determination.

Advertising will be an important factor in accomplishing this, and, bridging the hundreds of miles of desert sand, will bring California almost to the banks of the Missouri.

Co-operation has made the farmer an advertiser. Co-operation and advertising together have done more than anything else to raise the farmer from a day laborer to a business man. Advertising has immeasurably improved quality in the products of the soil and lifted agriculture out of primitive forms. These two factors have placed farming on a plane with manufacturing.

Seitz and Ochs Asked to Appraise "Evening Mail"

Don Seitz, business manager of the *New York World*, and Adolph S. Ochs, publisher of the *New York Times*, have been requested by A. Mitchell Palmer, Custodian of Alien Enemy Property, to appraise the *Evening Mail* for the Government.

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"Printers' Ink's" Size as Affecting Advertising Copy

LONDON, July 1, 1918.

Editor of PRINTERS' INK:

If it is not too late, I would like to add my plea to the arguments of those who urge you against changing the shape of PRINTERS' INK. I am getting old like PRINTERS' INK; perhaps I do tend to like things kept the same as when I was young. But PRINTERS' INK has such a personality in the shape which it was the first to invent, that I hope it will realize why it invented this shape. It was not only to make it handy to slip in a jacket pocket, but I think also to compel advertisers to make their announcements interesting instead of relying upon the mere bigness made possible by a big page.

THOMAS RUSSELL.

Riddell Advertising Manager of Grand Trunk R. R.

W. C. Riddell has been appointed advertising manager for the Grand Trunk Pacific Railway with headquarters at Winnipeg.

He will act as Western assistant to H. R. Charlton, general advertising agent for the Grand Trunk System. Mr. Riddell joined the advertising staff of the Grand Trunk System in 1902. He has been chief clerk to Mr. Charlton.

Aladdin Company in Magazines

The Aladdin Products Company of Chicago has decided to extend the advertising campaign for its Dye Soap to take in national magazines. Up to the present it has been using mainly space in the rotogravure sections of newspapers. The magazine advertising appears shortly.

C. A. Goddard in Editorial Work

After September 1st Charles A. Goddard, who has resigned his position as advertising and sales promotion manager of the Noyes-Norman Shoe Mfg. Co., St. Joseph, Mo., will be located on the Pacific coast. Mr. Goddard will travel through the coast and western states representing editorially a number of business and trade publications.

Powell in New Position

C. O. Powell has become advertising manager with the Buda Company, of Harvey, Ill., manufacturers of the Buda engine for heavy-duty trucks and farm tractors. For nine years he was advertising manager of the Northwestern Expanded Metal Company, of Chicago.

J. B. Wyckoff has been appointed assistant business manager of *The Nation's Business*, Washington. He was formerly advertising manager for the Colt-Stratton Co., New York.

Wanted: The Right Man

A large manufacturing corporation of national reputation, in the metal machinery and construction field, is looking for a man with sufficient technical inclination or engineering education to enable him to study its mechanical processes and describe them accurately and interestingly in simple language for workmen as well as engineers and the readers of technical magazines.

A writer on technical subjects might be eligible. A college man who cares a lot about such things might be eligible if he is a close student and has had experience in describing accurately what he has observed. A young college professor or an engineer might be eligible.

He must be able to meet the officers of large corporations as well as workmen. To the right man the work should be of absorbing interest. A good substantial salary to start and a brilliant future for the man who has it in him to make good. Every facility will be given him. All communications strictly confidential. Address "P. L." Box 177, care of Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. Telephone 1346-789 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 25, 1918

**Develop
the Home
Market**

Now a better mouse trap, or churn or pie or candy or skirt than its neighbors are making and yet folks are not extending a beaten path to its door.

True enough, this concern may be doing a nice little business, but the vast majority of people thereabouts know nothing of its existence or of the worthiness of its product. No doubt it is picking up a portion of its sales locally, but the chances are that the bulk of its output is sold in other communities.

Often when a manufacturer sets out to sell a new product, distant pastures look the greenest to him.

In almost every city there is some small business that is making

He figures that since he is just starting it will be easier for him to establish prestige abroad than at home. It is a case of a prophet not being without honor save in his own country. Hence it is that oftentimes when such a manufacturer goes out to sell his goods the first stop he makes is likely to be at least a night's ride from the factory. He hits only the high spots, following the line of least resistance and picking up only the easy sales.

It is almost inevitable that such a plan of operation, even after several years, may get for the manufacturer nothing more than a scattered distribution—a market permeation that may be so thin that he does not feel justified in doing any advertising, either local or national. A patchy, frayed distribution is nearly always the fo- of advertising.

A good many small manufacturers are in this condition. Often it is the one thing that is holding them back from becoming advertisers. We know of a company in the Middle West that is making a household device which has met with sudden popularity. The concern is receiving small orders from nearly every State in the Union, although in no State is the distribution intensive. The article is for sale in only two or three stores in the company's home town. It is claimed that if it were adequately distributed there and properly pushed the home city could easily absorb the entire present capacity of the factory.

This is an opportune time for manufacturers situated in this way to concentrate on the home market and to develop it to its fullest extent before striking out for new fields. And when we say "home market," we mean anything from a few nearby counties to several States. What is local territory all depends on the business.

With a slight tendency in Government circles, due to railroad congestion and other causes, to encourage distribution by zones more attention can be properly given by manufacturers to the development of their local trade.

The raise in freight rates, the greatly increased cost of keeping salesmen on the road and the difficulty of getting goods to a distance, makes a vigorous home demand more desirable now than it has been in the past.

Those manufacturers who have not tried to develop it have no conception of the capacity of the neighborhood market. Intensive advertising and strong sales work will quickly bring out possibilities that were never suspected. The fact that such business lies close to hand makes it less expensive to get. Best of all, once a concern is solidly entrenched in its own locality it is in the best possible position to reach out and capture the national market. Being certain of a profitable business at home, it has a solid base to work from.

**Let's Intern
the
Superlative**

Advertising has no greater enemy than the reckless use of the superlative in copy. It is the one thing that has done more than anything else to make advertising unbelievable. This is an old, old story that has time and time again been aired in

PRINTERS' INK.

Right now, however, the matter is deserving of special attention. Always intolerable, the war has made the superlative more objectionable than ever. With Congress inclined to look askance at advertising and with many people disposed to question its economic necessity, it is no time to employ extravagant copy.

The riotous use of the superlative has long been discredited. Yet it survives and in some quarters still waxes fat. It is surprising the number of advertisers that do not seem to be able to resist the temptation to sprinkle their copy with such words as "best," the "finest," the "greatest" and other adjectives ending in the boastful "est."

In comparing some automobile tire advertisements recently, it was astonishing how many companies made some such statement

as "Blank tires will give you the most mileage." Imagine those advertisements being examined by a critical congressman, in search of a case against advertising. You may be sure that in "trying" the copy, he would use all the rules of evidence. In finding that several houses have tires that give the "most mileage," he would say, "How can that be?" It goes to show that these advertisements are nothing but trade puffery which the law allows, but if they are a war necessity you'll have 'to show me,' as they say in Missouri, although I'm from North Carolina."

The real objection, however, to the superlative is that it is not good advertising. Nearly always the all-embracing claim is weak and is not nearly so convincing as the simple statement of fact. To run riot in superlatives is a sign of carelessness. It is often an evidence that the advertiser is so busy thinking about his schedules that he has no time to dig up real talking points about his product.

It is always better to under-state than to over-state. Buyers are pleased to find that the product has more good points than they were told about. Careful, positive statements are convincing; exaggerations are not believed. The advertiser who steadily uses the most sweeping adjectives soon finds himself in the position of the boy who had always been playfully crying "wolf" that one day, when confronted by a real wolf, his cries fell on unbelieving and unheeding ears.

The superlative—yes, even the comparative—must go. If advertising is ever to come into the fullest powers of which it is capable, loose, extravagant copy must be strictly banned.

Advertising and the Retail Profiteer It is comparatively easy for a retailer to profit at the present time, if he is so disposed. All he has to do is to blame the high prices on the war. While at first his custom-

ers may wince, eventually they may stoically accept the explanation without any further question.

The present cataclysm in world affairs has so disturbed customary standards and has so violently upset established values that people are becoming used to taking things as they can get them and not as they would like to have them. Just as beggars cannot be choosers, buyers cannot now afford to be too particular.

If we are told, when we go into a store to buy an article that its price has been advanced, its quality altered or its package changed, what can be done about it? In fact so many changes of this kind have been made as a matter of necessity that we rather expect to find a product higher in price or altered in some respect every time we buy it.

This situation favors the man who may be reaching out for inordinate profits. In many cases, it is impossible for the consumer to distinguish between the legitimate advance and the advance that has been needlessly made by the grasping retailer.

Where a manufacturer finds this condition existing he should deal with it rigorously. If not, it may play havoc with his good will. The dealer may even be blaming the high prices on the greed of the manufacturer. In any event profiteering prices, regardless of who causes them, do not help the reputation of the product.

One of the most effective ways for the manufacturer to foil such an unfair distributor is to advertise. Let him warn the consumer against paying too much for the product. If people are told what is a fair price, it will be difficult for the avaricious merchant to charge more.

The Gillette Safety Razor Company is doing some advertising of this kind at the present time. In large newspaper space it came out the other day with copy warning Gillette users not to pay "more than \$1 a dozen for Gillette blades." Going on the announcement read:

"We understand that dealers here and there in this city are asking \$1.50 per dozen for Gillette blades.

"If you are overcharged on either razors or blades, we feel you ought to know that there is no reason for it.

"This company is producing over seven hundred thousand dozen blades every month.

"The standard price of Gillette blades is the same to-day as it always has been."

The copy elaborates on the point that despite the big army demand the supply for civilians is adequate.

This advertising states that it is only the retailer "here and there" who charges excessive prices. That is correct. Only a very small percentage of dealers are profiteers, but those few can do a lot of damage unless they are headed off with advertising. Profiteering flourishes only in the dark. Where the facts are known to the public the profit gouger has a hard road to travel.

War Posters as Magazine Front Covers

THE CONKLIN PEN MFG. CO.
TOLEDO, O., June 24, 1918.

Editor of PRINTERS' INK:

May I add my approbation to Mr. Dayton's suggestion in your issue of June 13—I thoroughly concur with his idea that the magazines donate their front covers to the Government for publicity purposes, using reproductions of some of those splendid posters the Government is putting out.

Not alone would that benefit the Red Cross, Liberty Loan, W. S. S., and other war activities, but it would give us a most deserved rest from some of the insipid girl's head cover designs that so many publishers think are necessary to sell the magazines.

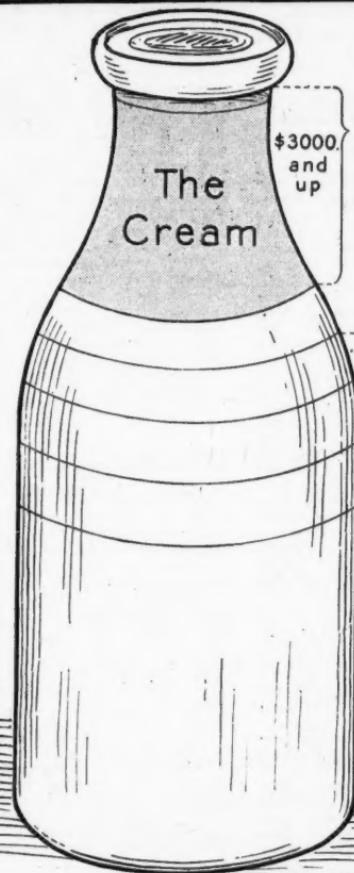
Would like to see Mr. Dayton's idea carried through.

W. N. BAYLESS,
Advertising Manager.

Lieut. Yerkes Promoted to Captain

First Lieutenant George H. Yerkes, of the Ordnance Department, stationed at Washington, D. C., has recently been promoted to Captain in the National Army.

Captain Yerkes was formerly manager of the editorial department of the *Ladies' Home Journal*. Prior to this he was connected with N. W. Ayer & Son.



This cream represents
all the buyers of
Automobiles
Good Furniture
Electrical Mdse.
Motor Trucks
Office Equipment
Industrial Building
Musical Instruments
of Quality.
Residences

Figures compiled from United States Government Statistics by the Bankers Trust Company of New York indicate that there are only 429,199 families in the United States with *family incomes* of \$3,000 and over. Therefore, The Quality Group suggests that a sure and economical way to reach *The Cream* of the purchasing power of the United States is through

The Quality Group

ATLANTIC MONTHLY
CENTURY MAGAZINE
HARPER'S MAGAZINE



REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
WORLD'S WORK

Fordson and the I. H. C.

INTERNATIONAL HARVESTER COMPANY OF
CANADA, LIMITED
CHICAGO, July 12, 1918.

Editor of PRINTERS' INK:

In your issue of June 13 there is an article on page 17 explaining how Henry Ford & Son are selling tractors without selling expense. In this article you commented on the method of distributing Oliver plows in Canada and made the statement: "When the Fordson Canadian plan was sprung on it (meaning the Harvester Company) it is reported that the International protested almost to the point of breaking its contract with Oliver."

We naturally would like to have the readers of PRINTERS' INK know the facts in the case, which are as follows: Our Mr. J. F. Jones, manager of Canadian sales, while in Ottawa some months ago, met Mr. C. A. Dunning, Minister of Finance for the Province of Saskatchewan, who has for some time been assisting the Minister of Agriculture of the Canadian government. Mr. Dunning explained their plan of distributing the Fordson tractors in Canada and brought up the question of plows for these tractors. The Canadian Government did not wish to interfere with Canadian manufacturers. They felt that the companies that had been selling tractors in Canada for many years were doing all within their power to supply the demand through their regular organizations. Inasmuch as Henry Ford & Son were able to supply a reasonable number of tractors, and as they had no organization for distributing tractors and had never sold any tractors in Canada, the distribution of the Fordson tractors by the Government would in no sense interfere with the regular tractor business."

Mr. Dunning explained that the Government did not wish to have anything to do with the distribution of plows because there were a number of plow manufacturers in Canada and there was considerable opposition to any plan whereby the Government would have anything to do with plow distribution. Mr. Dunning explained that Henry Ford & Son recommended the Oliver No. 7 plow for use with the Fordson tractors, as this plow had been designed by the Oliver Chilled Plow Works at their South Bend plant especially for the Fordson tractor and was being shipped for use with this tractor in Great Britain.

The Harvester Company has been the sole distributor for the Oliver line of plows in Canada for many years. Mr. Dunning was fully aware of this. Mr. Jones told Mr. Dunning that the Harvester Company would be only too glad to co-operate with the Canadian Government, and would supply the Oliver No. 7 plow to purchasers of the Fordson tractor and would supply these through their regular dealer organization at as low a price as consistent and still allow the dealers a minimum amount to cover expense and a reasonable profit, so as to enable them to give the purchaser the necessary service.

There was no arrangement made which

would make it compulsory on the part of the purchaser of a Fordson tractor to buy an Oliver plow. The plows are sold to the purchasers of Fordson tractors by our dealers just the same as any other equipment is sold. As soon as an order received by the Canadian officials from a farmer for a Fordson tractor is accepted, the name of the purchaser is given to all plow concerns in Canada, and each concern has an equal chance of selling the party. So you can see there is absolutely no truth in the statement that the Harvester Company was obliged to supply Canadian Fordson purchasers with the Oliver plow.

The Harvester Company wants to sell all the Oliver plows they can and the sale of these plows is not limited to purchasers of International, Titan and Mogul tractors sold by us, or the Fordson, but, on the contrary, we sell plows to go with any make of tractor.

INTERNATIONAL HARVESTER COMPANY OF
CANADA, LTD.,

F. W. HEISKELL,
Advertising Manager.

Division of Advertising to Use
Windows

At its recent convention in New York the International Association of Display Men appointed a National War Service Committee, composed of the following men: C. P. Potter, Drygoodman, New York, Chairman; E. D. Pierce, Sibley Lindsay & Curr Co, Rochester, N. Y.; A. E. Hurst, Economy Service Co., New York; D. B. Bugg, Merchants Record & Show Window, New York; James Trewella, Best & Co., New York; A. D. Hopkins, Gimbel Bros., New York, and W. F. Brink, Saks & Co., New York.

The war work of the display men of the country will be co-ordinated with the other Government advertising through the Division of Advertising, and it is expected that in the arrangement the display men will be enabled to apply their energies more effectively than ever before in the past.

Advertise Need of Religious
Education

Seven Catholic educational institutions are running a two column advertisement in Chicago newspapers to sell the public on the advantages of religious education. The advertisement points out that the best kind of education is that based on character building and religion.

A strong appeal is made to non-Catholics to convince them also of the advantages of placing at least a part of the education of their children in the hands of the church.

Philip L. Friedlander has been appointed advertising and sales manager of Mayer Bros., Chicago clothing manufacturers. Mr. Friedlander returned a few months ago from South America where he had been representing various newspapers in an editorial capacity.

An Opportunity for an Advertising Man

with the following experience
and qualifications:

Age—35 to 40.

Experience—Newspaper—
reporting and editorial.

Advertising—Copy
Writing—Agency and
Managing.

Selling and Salesmanag-
ing.

Qualifications—Imagina-
tion—Ambition—Will-
ingness to Work—En-
thusiasm—Optimism.

To such a man a large New York Financial In-
stitution with varied and extensive interests offers
an opening in its publicity department, where re-
muneration and progress will be limited only by
ability and results secured.

Applicants to be considered must have the above-
mentioned experience and qualifications—also have
demonstrated an earning capacity of over \$10,000
a year. All applications considered absolutely con-
fidential. "M. D." Box 173 care PRINTERS' INK.

The Little Schoolmaster's Classroom

FOR a long time the Schoolmaster has believed that when an advertising man is looking for a position he should be just as thorough in investigating his prospective employer, as he expects the latter to be painstaking in investigating him. All the looking up of references shouldn't be entirely on the side of the employer. Many men are entirely too hasty in jumping at what appears to be a "good job." It is best for the applicant to make sure that it is all it appears, and then to make sure that he is qualified to fill it. If this plan were religiously followed how many sad disappointments would be avoided and how much would the advertising labor turnover be cut down!

* * *

To look up the employer's qualifications is no reflection on him. His financial condition may be gilt-edged, his business prosperous, his character irreproachable and his principles of the highest order, and still there may be something about the institution that would make it undesirable as a place of employment for certain types. Nearly every man capable of holding the top position, is more or less temperamental, even though he may not admit it. The employee should know his own failings as well as his assets and should have sense enough not to enter the employ of a company where he has reason to believe he will not fit in.

However, the burden of proving that he is "a good fellow to work for," should not be thrown entirely on the employer. A friend of the Schoolmaster recently had an amusing experience of this kind. He advertised for an executive and among the replies received was one from "H. B." This gentleman went after the job in this fashion:

"I could easily convince you of my ability to handle the position you advertise.

"I wonder, however, if you really expect a first-class man, such as you seem to need, to peddle his references about in a first letter to any and every anonymous advertiser.

"Would you mind, before we go any further in the matter, giving me your references? I should particularly like to know your financial standing, your moral attributes and mental capacity. Do you handle your employees on the 'bawling-out' plan, or are you somewhat of a gentleman?"

"An early reply will oblige."

As an afterthought, he added that the minimum salary he would accept was \$6,000. Of course, he means that he would accept that only after the advertiser had demonstrated his fitness to serve as an employer to the aforesaid applicant.

* * *

A serious-minded correspondent of a serious weekly writes a letter to the editor, making a most ingenious suggestion. He would have in every state a "state newspaper," distributed free to every voter. It would be edited by the various political parties, the available space being divided among them exactly in the proportion which each party's vote bore to the total vote in the latest election. This "state paper" would have a *monopoly of all advertising*; privately-owned papers, consisting exclusively of editorial matter, would be permitted to circulate through the mails. The editorial matter in the free state daily would be supplied for each political party by its executive committee.

A beautiful idea! Its inventor has, however, overlooked a few little matters such as:

1. The fact that there is no guarantee that the state executive committees of the various parties have brains enough to prepare editorial matter worth anybody's

"Electrotypes—Quick?"

Then it's "Rapid Service" you want. We can fill your Electrotype orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotype Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York CINCINNATI Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

The Business of Druggists

Every firm doing business with druggists simply cannot afford to be without a copy of the new 1918 issue of the Hayes' Druggist Directory and Commercial Reference Book. It is just off the press and corrected up to the first of May, 1918. Here is what the Directory gives:

All the retail druggists in the United States, with their financial standing and credit rating.

All the strictly wholesale druggists in the United States and every foreign country of the globe. It is really a World's Druggist Directory.

The Book is printed on India Bible paper and bound in real leather.

PRICE \$6.00. Will send it on approval.

Published by Edward N. Hayes, 60 W. Lafayette, Detroit, Mich.

To make your Catalog TALK WITH **Heegstra**

H. Walton HEEGSTRA Inc.—MERCHANTISING—25 E. Jackson Boulevard, Chicago

Your Canadian Advertising Agents

should be

SMITH, DENNE & MOORE

TORONTO.

CANADA

WE ARE
ON THE SPOT
AND KNOW
CONDITIONS

LTD.
MONTREAL

July 15, 1918.

My dear Ed:

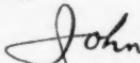
I would write something like this:

"An American—married—thirty-five years of age, who has been identified for several years with one of the largest financial institutions of its kind in the United States, as Manager, is now at the point in his successful career where he wishes to identify himself with a large stable organization where there are possibilities for growth.

"He can show an enviable record in the management of a large sales organization; ability to train salesmen and to secure business himself, both by mail and personal solicitation; and the knack of holding business. He has those qualities which go to make up a successful man—initiative, keenness, imagination and with-all, a splendid personality and address.

"He is healthy in mind and body, and will be interested only in a proposition from a reputable concern."

Sincerely,



The above letter was written to "Ed. J. R—." He can be reached by addressing him care of PRINTERS' INK, 833 Peoples Gas Bldg., Chicago.



Visualize Your Sales Department Records

"Y and E" Tack Map Systems visualize business—so that you can see at a glance what it ordinarily takes hours to get from written reports. There are "Y and E" Tack Map Systems for every requirement. Send for new folder, No. 2967, which gives detailed information.



Makers of "Y and E" Filing Equipment and Office Systems. Representatives everywhere.

time or trouble for reading.

2. The fact that certainly not more than 3 per cent of the population would care to wade through a mass of political puffery day after day, no matter how well written.

3. The fact that a newspaper distributed free would be received so casually and regarded so lightly that the value of its advertising pages would be practically *nil*.

4. This writer, with a naivete which shows his ignorance of both publishing and advertising, assumes that every advertiser wants to blanket the entire population with his copy; which is not true of a very large proportion, even of general advertisers.

As a matter of fact, an experiment very much like the one suggested here, was put into effect several years ago in Los Angeles, Cal. A municipal paper was established; it was distributed free to every voter; it carried news of each political party; and while it had no monopoly, it accepted advertising at a low rate per 1,000 and fought vigorously for it. Yet the paper failed after a few months—fell through of its own weight. Even trained newspapermen could not get out an "official" and therefore a colorless, jellyfish type of paper, without giving it a fatal stodginess.

As for the "monopoly of advertising," this idea is about as much in accord with Anglo-Saxon ideas of fair play as it would be for the Government to go into the retail clothing business and permit its privately-owned rivals to sell coats and waistcoats, but no trousers! Or Uncle Sam might equally well go into the restaurant business and promptly issue an edict that, in no other eating place are spoons and forks permitted.

Since the war, we have put many radical ideas into effect; here is one which ought not, and will not, see the light of day.

Just the other day the Schoolmaster was invited to be present at a conference in which a law-

yer took a part. Every one present was a business or professional man, and the subject discussed was a regulation put into effect by the Food Administration. It was interesting to see how the lawyer, whenever he undertook to explain something, started at a point on which every mind in the conference was clear, and then built up his reasoning step by step, often repeating and summing up as if he were before a class of high-school boys. Nevertheless, his method was as tactful as it was simple and gave no offense, and it was noticeable that it brought clear understanding out of a maze of details and hazardous comment.

The Schoolmaster wondered, as he listened, why the work of the advertising man is so rarely compared, as to methods of revealing and impressing the truth, with that of the lawyer. The lawyer takes nothing for granted. With a keen study of his jury, he starts out to prove something, and he leads up to that conclusion

A Special Type of Man Wanted

One who can analyze markets; knows something about merchandising, etc., and able to recognize or discover the merchandising qualities of an article or business and put his findings into letters. A writer beyond the mere circular or form-letter stage.

A part of his duties will be the building of briefs; and confer and co-operate with salesmen and clients of a highly specialized medium.

Who are you?

What have you to show?

How much?

"W. D.," Box 176, care Printers' Ink.

MANY users of the Gibson magazines (house organs) give them out to their employees, in addition to covering their trade.

This incidental use alone pays their cost—in education to higher general efficiency, making better feeling and in keeping up the standard of the goods by the employees reading the claims and quality advertised to the trade.

Samples and a book, "Reducing the Selling Cost"—both for the asking.

THE DAVID GIBSON COMPANY
Publishers

812 Huron Road • Cleveland, Ohio

WANTED

Service and Promotion Department Manager for One of America's Leading Metropolitan Newspapers

Must be capable executive; well versed in advertising copy and layout; also merchandising plans. Must have thoro understanding of mechanical arts and sciences. Must be able to meet advertisers and co-operate with solicitors in the closing of contracts. To a draft-exempt man of this type who has had newspaper advertising experience an unusual opportunity is now open in a mid-western city. Send samples and full details of experience, references, salary expected, etc. All applications treated in strictest confidence. Address, "S. R.," Box 174, Printers' Ink.

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. 100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:
RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

Concentrate!

Advertisers treble the value of their space when they use the Evening Herald, the great Los Angeles newspaper.

It is not necessary to use other mediums to cover the field. The City Circulation of the Evening Herald is larger than the combined City Circulation of any three Los Angeles papers.

Concentrate!

Printing

Typography that will make your advertising attractive.
SERVICE that will help tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th St., New York City



copy men &
advertising
managers
the
Howell Cuts
will interest you
write for proofs—right now!
303 Fifth Avenue, New York.

as logically as possible. Whenever he can demonstrate or exhibit something he does that. He is not afraid to repeat when repetition lends emphasis. When he can bring his jurymen to a point where they can form their conclusion he is adroit enough to let them do that rather than to appear to arrive at the conclusion himself and to force it on them. The advertising man has a jury—one more varied than the lawyer's. This reader-jury can't be required to sit patiently and listen to tiresome or cloudy detail. There is great need—greater than the lawyer's—for clear, quick reasoning to an obvious conclusion. Which means that he who would mold the views of the great public jury can make good use of the lessons that law practice affords in the guiding of men's thoughts.

Harrisburg Has Its Ad Club

The Advertising Club of Harrisburg, Penna., was formed recently.

Officers for the ensuing year are F. R. Downey, president; B. M. Ogelsby, vice-president; E. Fred Rowe, secretary; J. S. Lowengard, treasurer.

About sixty men are enrolled as charter members.

CLASS

For class, trade & technical advertisers

Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year
417 South Dearborn St., Chicago
Sample Copy on Request

More rated retail Department.
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal
than to any other trade publication.
A. B. C. Members.

MERCHANTS TRADE JOURNAL, Inc.
Des Moines, New York, Chicago,
Indianapolis.

Grocers

Promising
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Grocers Advertise Sugar Conservation

Promising to do all in their power to aid the Food Administration during the present sugar shortage, the grocers under Food Administration license met July 11 in Los Angeles, to consider ways and means to utilize their store facilities and salesmen in a campaign of sugar education. They wired a report of their meeting to the Food Administration, concluding, "We will do all we can to help you."

They are having large display signs printed for their stores and will use part of their newspaper advertising space to tell the public what to do, in order that abstinence in this country may make possible the proper feeding of our Army and the Allies.

The present American sugar ration is three pounds per person per month. That in England is two pounds; in France one and one-half pounds, and Italy one pound. Sometimes in France and Italy it is not possible to get sugar enough to give out this meagre ration.

Needs "Printers' Ink" on Cruiser

Russell Brown, advertising manager of Marshall Field, Chicago, received last week a very urgent request to send some copies of PRINTERS' INK to H. C. Chadwick, a former Chicago advertising man who now is serving on the cruiser *Dubuque*. Mr. Chadwick writes Mr. Brown that he has plenty to do and then some, but that he still desires to keep in touch with advertising activities.

Capper Buys Another

The *Oklahoma Weekly World*, published by the World Publishing Company, Tulsa, Okla., has been sold to Arthur Capper, Topeka, Kan., and will be merged with the Capper publications.

**THE MEASURE
OF AN INCH**
Send for this series of
inch ads reproduced in
a booklet by the
Associated Artists
of Philadelphia

J.M.CAMPBELL

It may take me one, two or three months to work out an Advertising Plan for you. The plan may cost you one, two or three thousand dollars. What does that matter if you get The IDEA you are looking for? Investigations, Plans and Copy for Advertisers

171 MADISON AVE., NEW YORK
Telephone Murray Hill 4394

help! help! help!



for overworked
editors of house
organs & trade
papers—special
& feature articles
on short notice

Chester A. Grover 103 Dearborn St. Chicago
"Ask for proof"

May I Sell Your Space?

I wish to capitalize my agency experience and acquaintance in Chicago and the West by acting as Western Representative of an Eastern Publication; or as solicitor, working out of Chicago office. University graduate. Six years' Business and Advertising experience. Wide acquaintance among men of affairs.

"Space Salesman," care Printers' Ink,
833 Peoples Gas Building, Chicago.



One touch o' nature
May get your
message across

A D V E R T I S E
WHERE YOUR GOODS ARE SOLD
We are Builders of SIGNS and IDEAS for Store Display
B & B SIGN CO., INC. - 341-347 FIFTH AVE. N.Y.

"GIBBONS Knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

BRANCH OFFICE MANAGER

Advertising agency has an exceptional opportunity for a young man of ability, plus initiative, to take charge of branch office in northern New York, now on a paying basis. Only men holding responsible positions need apply. Write, giving full particulars, to Box 573, care P. I.

WANTED, by large New England factory, Assistant to Advertising Manager, with good possibility of quick promotion. Man experienced in copy layouts, engraving and printing processes will be given preference. Not subject to draft. Moderate salary at start, with excellent chance for quick advancement. Position now open. Write full particulars. Box 564, P. I.

WANTED—OFFICE MANAGER AND CORRESPONDENT in nationally known book concern selling self-help educational courses. Take charge of circularizing both new prospects and follow-up on over 200,000 customers; also supervise collections. High-class concern and phenomenally praised books. An experienced mail order book man would fit to a T. Address Pelton Publishing Co., Meriden, Conn.

ADVERTISING MAN WANTED A RARE OPPORTUNITY

One of the foremost engineering journals in America now requires an Advertising Man who has been trained on the mechanical press to take charge of important territory between Pittsburgh, Cleveland and Chicago.

Only a man of proved capacity as a business-getter can or will be considered. It might be possible for a young man, of unusual promise, to be given an opportunity to prove his worth, but what is wanted is a producer. Address Box 572, care of Printers' Ink.

MISCELLANEOUS

Would like to learn of firm doing advertisement composition which has 4- and 5-point faces and which is not charging prevailing N. Y. C. prices. Have considerable work. Prompt cash. Box 571, Printers' Ink.

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

Ph. Morton OCEAN TO OCEAN CINCINNATI

SECOND-HAND ADDRESSING MACHINE WANTED.

LOUIS STECHER
33 West 34th St.
New York

Electros 1c

A Square Inch — Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00.

No order too large or too small
GENERAL PLATE CO., TERRE HAUTE, INDIANA

FOR SALE

Printing plant. Inventory over \$100,000, doing business of \$150,000 annually. Has made profit of \$25,000 annually for past five years. Eighty per cent of business contract work. All machinery strictly modern and in A-1 condition. Six cylinder presses, four linotypes and monotype. Will sell for \$60,000 and will take a good part of purchase price in printing, as owner publishes monthly publication and has large amount of specialty work to be done. Located in up-to-date, healthy, growing city of 200,000. Address Box 562, Printers' Ink.

POSITIONS WANTED

SUPERINTENDENT-MANAGER will be open for new position about Aug. 15. Twelve years with the best Print and Lithograph House in the country. Thorough understanding of all kinds of printing. A No. 1 record. Best of references. Box 568, care Printers' Ink.

Advertising Salesman-Manager
having had many years on general and trade publications is open for good connection. Eastern territory. Age 40. Best references. Box 565, P. I.

SOLICITOR—Experienced, resourceful worker, large acquaintance in New York City and Eastern territory, offers services on general or trade publication; moderate expectations; draft exempt. Box 566, P. I.

Considering N. E. Connections?
Advertising solicitor-manager with 10 years' successful business record and favorable acquaintance with N. E. advertisers is open for new connections in this territory. P. O. 2593, Boston, Mass.

Advertising man, 38, experienced handling copy and cuts, correspondence, billing, collections, 10 years' publishing line, 5 years' food manufacturer, desires charge medium-sized department. Salary \$3,000. Box 563, Printers' Ink.

Advertising—Publishing—Publicity Producer with all-around experience, exceptional equipment, college graduate, 30, married. About to change; \$4,000 at least: Box 570, Printers' Ink.

I WRITE ADVERTISING.—From the testimony of others and actual specimens of my work, which your letterhead request will bring, you can quickly decide whether or not I can write the better advertising that you want in these stirring times! E. M. Dunbar, 155 Rowena St., Boston.

AN EXECUTIVE

experienced in advertising, selling, correspondence, office systems, methods and management; unusually broad experience in the business world of doers analyzing and building for business betterment; age 35; Box 569, Printers' Ink.

COPY - PLAN - IDEA MAN

ADVERTISING - SALES

My knowledge of merchandising, originality, versatility, high conception of the appropriate in art, copy and layout, my twelve years of broad, intensive experience in selling through almost every channel, and the invariable appreciation my services have elicited in the past—these are fairly good reasons why I will prove extremely desirable to the agency, manufacturer or business in need of more than average qualifications and utility. Of greater import than initial salary will be considered the opportunity. Box 567, care Printers' Ink.

Binders for PRINTERS' INK



**65 Cents Each
postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue as received, can be securely fastened in the binder by a very simple arrangement and will open like a book with all inside margins fully visible:

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.

185 Madison Avenue, New York

July 15, 1918.

My dear Ed:

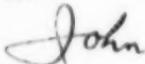
I would write something like this:

"An American—married—thirty-five years of age, who has been identified for several years with one of the largest financial institutions of its kind in the United States, as Manager, is now at the point in his successful career where he wishes to identify himself with a large stable organization where there are possibilities for growth.

"He can show an enviable record in the management of a large sales organization; ability to train salesmen and to secure business himself, both by mail and personal solicitation; and the knack of holding business. He has those qualities which go to make up a successful man—initiative, keenness, imagination and with-all, a splendid personality and address.

"He is healthy in mind and body, and will be interested only in a proposition from a reputable concern."

Sincerely,



The above letter was written to "Ed. J. R.——." He can be reached by addressing him care of PRINTERS' INK, 833 Peoples Gas Bldg., Chicago.



Visualize Your Sales Department Records

"Y and E" Tack Map Systems visualize business—so that you can see at a glance what it ordinarily takes hours to get from written reports. There are "Y and E" Tack Map Systems for every requirement. Send for new folder. No. 2967, which gives detailed information.

YANMAN
"Y and E"
Erie Mfg. Co.

Makers of "Y and E" Filing Equipment and Office Systems. Representatives everywhere.

time or trouble for reading.

2. The fact that certainly not more than 3 per cent of the population would care to wade through a mass of political puffery day after day, no matter how well written.

3. The fact that a newspaper distributed free would be received so casually and regarded so lightly that the value of its advertising pages would be practically nil.

4. This writer, with a naivete which shows his ignorance of both publishing and advertising, assumes that every advertiser wants to blanket the entire population with his copy; which is not true of a very large proportion, even of general advertisers.

* * *

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Since the war, we have put many radical ideas into effect; here is one which ought not, and will not, see the light of day.

* * *

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yer took a part. Every one present was a business or professional man, and the subject discussed was a regulation put into effect by the Food Administration. It was interesting to see how the lawyer, whenever he undertook to explain something, started at a point on which every mind in the conference was clear, and then built up his reasoning step by step, often repeating and summing up as if he were before a class of high-school boys. Nevertheless, his method was as tactful as it was simple and gave no offense, and it was noticeable that it brought clear understanding out of a maze of details and hazard comment.

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A Special Type of Man Wanted

One who can analyze markets; knows something about merchandising, etc., and able to recognize or discover the merchandising qualities of an article or business and put his findings into letters. A writer beyond the mere circular or form-letter stage.

A part of his duties will be the building of briefs; and confer and co-operate with salesmen and clients of a highly specialized medium.

Who are you?

What have you to show?

How much?

"W. D.," Box 176, care Printers' Ink.

MANY users of the Gibson magazines (house organs) give them out to their employees, in addition to covering their trade.

This incidental use alone pays their cost—in education to higher general efficiency, making better feeling and in keeping up the standard of the goods by the employees reading the claims and quality advertised to the trade.

Samples and a book, "Reducing the Selling Cost"—both for the asking.

THE DAVID GIBSON COMPANY
Publishers
812 Huron Road • Cleveland, Ohio

WANTED

Service and Promotion Department Manager for One of America's Leading Metropolitan Newspapers

Must be capable executive; well versed in advertising copy and layout; also merchandising plans. Must have thoro understanding of mechanical arts and sciences. Must be able to meet advertisers and co-operate with solicitors in the closing of contracts. To a draft-exempt man of this type who has had newspaper advertising experience an unusual opportunity is now open in a mid-western city. Send samples and full details of experience, references, salary expected, etc. All applications treated in strictest confidence. Address, "S. R.," Box 174, Printers' Ink.

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. 100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:
RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

Concentrate!

Advertisers treble the value of their space when they use the Evening Herald, the great Los Angeles newspaper.

It is not necessary to use other mediums to cover the field. The City Circulation of the Evening Herald is larger than the combined City Circulation of any three Los Angeles papers.

Concentrate!

Printing

Typography that will make your advertising attractive.
SERVICE that will help tell your story convincingly.

Charles Francis Press

PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th St., New York City



copy men &
advertising
managers
the
Howell Cuts
will interest you

write for proofs - right now!
303 Fifth Avenue / New York

as logically as possible. Whenever he can demonstrate or exhibit something he does that. He is not afraid to repeat when repetition lends emphasis. When he can bring his jurymen to a point where they can form their conclusion he is adroit enough to let them do that rather than to appear to arrive at the conclusion himself and to force it on them. The advertising man has a jury—one more varied than the lawyer's. This reader-jury can't be required to sit patiently and listen to tiresome or cloudy detail. There is great need—greater than the lawyer's—for clear, quick reasoning to an obvious conclusion. Which means that he who would mold the views of the great public jury can make good use of the lessons that law practice affords in the guiding of men's thoughts.

Harrisburg Has Its Ad Club

The Advertising Club of Harrisburg, Penna., was formed recently.

Officers for the ensuing year are F. R. Downey, president; B. M. Oglesby, vice-president; E. Fred Rowe, secretary; J. S. Lowengard, treasurer.

About sixty men are enrolled as charter members.

CLASS

For class, trade & technical advertisers

Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year
417 South Dearborn St., Chicago
Sample Copy on Request

More rated retail Department, Dry Goods and General Mdse. Stores are paid Subscribers to the **Merchants Trade Journal** than to any other trade publication. A. B. C. Members.

MERCHANTS TRADE JOURNAL, Inc.
Des Moines, New York, Chicago,
Indianapolis.

Grocers Advertise Sugar Conservation

Promising to do all in their power to aid the Food Administration during the present sugar shortage, the grocers under Food Administration license met July 11 in Los Angeles, to consider ways and means to utilize their store facilities and salesmen in a campaign of sugar education. They wired a report of their meeting to the Food Administration, concluding, "We will do all we can to help you."

They are having large display signs printed for their stores and will use part of their newspaper advertising space to tell the public what to do, in order that abstinence in this country may make possible the proper feeding of our Army and the Allies.

The present American sugar ration is three pounds per person per month. That in England is two pounds; in France one and one-half pounds, and Italy one pound. Sometimes in France and Italy it is not possible to get sugar enough to give out this meagre ration.

Needs "Printers' Ink" on Cruiser

Russell Brown, advertising manager of Marshall Field, Chicago, received last week a very urgent request to send some copies of *Printers' Ink* to H. C. Chadwick, a former Chicago advertising man who now is serving on the cruiser *Dubuque*. Mr. Chadwick writes Mr. Brown that he has plenty to do and then some, but that he still desires to keep in touch with advertising activities.

Capper Buys Another

The *Oklahoma Weekly World*, published by the World Publishing Company, Tulsa, Okla., has been sold to Arthur Capper, Topeka, Kan., and will be merged with the Capper publications.

THE MEASURE OF AN INCH

Send for this series of inch ads reproduced in a booklet by the Associated Artists of Philadelphia



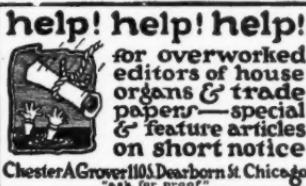
A D V E R T I S E
WHERE YOUR GOODS ARE SOLD
 We are Builders of SIGNS and IDEAS for Store Display
B & B SIGN CO. INC. - 341-347 FIFTH AVE. N.Y.

"GIBBONS Knows CANADA"

J.M.CAMPBELL

It may take me one, two or three months to work out an Advertising Plan for you. The plan may cost you one, two or three thousand dollars. What does that matter if you get The IDEA you are looking for? Investigations, Plant and Copy for Advertisers

171 MADISON AVE., NEW YORK
 Telephone Murray Hill 4394



for overworked editors of house organs & trade papers—special & feature articles on short notice

Chester A. Grover 1105 Dearborn St. Chicago

May I

Sell Your Space?

I wish to capitalize my agency experience and acquaintance in Chicago and the West by acting as Western Representative of an Eastern Publication; or as solicitor, working out of Chicago office, University graduate. Six years' Business and Advertising experience. Wide acquaintance among men of affairs.

"Space Salesman," care *Printers' Ink*, 833 Peoples Gas Building, Chicago.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

BRANCH OFFICE MANAGER

Advertising agency has an exceptional opportunity for a young man of ability, plus initiative, to take charge of branch office in northern New York, now on a paying basis. Only men holding responsible positions need apply. Write, giving full particulars, to Box 573, care P. I.

Wanted, by large New England factory, Assistant to Advertising Manager, with good possibility of quick promotion. Man experienced in copy layouts, engraving and printing processes will be given preference. Not subject to draft. Moderate salary at start, with excellent chance for quick advancement. Position now open. Write full particulars. Box 564, P. I.

WANTED—OFFICE MANAGER AND CORRESPONDENT in nationally known book concern selling self-help educational courses. Take charge of circularizing both new prospects and follow-up on over 200,000 customers; also supervise collections. High-class concern and phenomenally praised books. An experienced mail order book man would fit to a T. Address Pelton Publishing Co., Meriden, Conn.

ADVERTISING MAN WANTED A RARE OPPORTUNITY

One of the foremost engineering journals in America now requires an Advertising Man who has been trained on the mechanical press to take charge of important territory between Pittsburgh, Cleveland and Chicago.

Only a man of proved capacity as a business-getter can or will be considered. It might be possible for a young man, of unusual promise, to be given an opportunity to prove his worth, but what is wanted is a producer. Address Box 572, care of Printers' Ink.

MISCELLANEOUS

Would like to learn of firm doing advertisement composition which has 4- and 5-point faces and which is not charging prevailing N. Y. C. prices. Have considerable work. Prompt cash. Box 571, Printers' Ink.

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

Ph. Morton

OCEAN TO OCEAN
CINCINNATI

SECOND-HAND ADDRESSING MACHINE WANTED.

LOUIS STECHER
33 West 34th St.
New York

Electros 1c

A Square Inch—Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00

No order too large or too small
GENERAL PLATE CO. TERRE HAUTE INDIANA

FOR SALE

Printing plant. Inventory over \$100,000, doing business of \$150,000 annually. Has made profit of \$25,000 annually for past five years. Eighty per cent of business contract work. All machinery strictly modern and in A-1 condition. Six cylinder presses, four linotypes and monotype. Will sell for \$60,000 and will take a good part of purchase price in printing, as owner publishes monthly publication and has large amount of specialty work to be done. Located in up-to-date, healthy, growing city of 200,000. Address Box 562, Printers' Ink.

POSITIONS WANTED

SUPERINTENDENT-MANAGER will be open for new position about Aug. 15. Twelve years with the best Print and Lithograph House in the country. Thorough understanding of all kinds of printing. A No. 1 record. Best of references. Box 568, care Printers' Ink.

Advertising Salesman-Manager
having had many years on general and trade publications is open for good connection. Eastern territory. Age 40. Best references. Box 565, P. I.

SOLICITOR—Experienced, resourceful worker, large acquaintance in New York City and Eastern territory, offers services on general or trade publication; moderate expectations; draft exempt. Box 566, P. I.

Considering N. E. Connections?
Advertising solicitor-manager with 10 years' successful business record and favorable acquaintance with N. E. advertisers is open for new connections in this territory. P. O. 2593, Boston, Mass.

Advertising man, 38, experienced handling copy and cuts, correspondence, billing, collections, 10 years' publishing line, 5 years' food manufacturer, desires charge medium-sized department. Salary \$3,000. Box 563, Printers' Ink.

Advertising—Publishing—Publicity Producer with all-around experience, exceptional equipment, college graduate, 30, married. About to change; \$4,000 at least. Box 570, Printers' Ink.

I WRITE ADVERTISING.—From the testimony of others and actual specimens of my work, which your letterhead request will bring, you can quickly decide whether or not I can write the better advertising that you want in these stirring times! E. M. Dunbar, 155 Rowena St., Boston.

AN EXECUTIVE

experienced in advertising, selling, correspondence, office systems, methods and management; unusually broad experience in the business world of doers analyzing and building for business betterment; age 35; Box 569, Printers' Ink.

COPY - PLAN - IDEA MAN

ADVERTISING - SALES

My knowledge of merchandising, originality, versatility, high conception of the appropriate in art, copy and layout, my twelve years of broad, intensive experience in selling through almost every channel, and the invariable appreciation my services have elicited in the past—these are fairly good reasons why I will prove extremely desirable to the agency, manufacturer or business in need of more than average qualifications and utility. Of greater import than initial salary will be considered the opportunity. Box 567, care Printers' Ink.

Binders for PRINTERS' INK



**65 Cents Each
postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue as received, can be securely fastened in the binder by a very simple arrangement and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.

185 Madison Avenue, New York

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we have a
personal
representa-
tive within
a few hours
ride of any
point in the
United States

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

Get the Good Will of the Men in France

For the next generation every line of activity in the United States will be dominated by the hundreds of thousands of forceful fighting men who return from European battle fields. No national advertising campaign directed to men can hope to succeed without their favor. Right now is the time to tell your story to them. You can do it through the Army Edition of The Chicago Tribune which is maintained at enormous expense to strengthen the morale of our soldiers.

The advertising rate is 30c a line—much below its cost and much below its value. Fifty or one hundred lines, two or three times a week, will make a considerable showing, as the amount of space available for advertising is very small.

For military reasons, The Tribune is forbidden by both the French and American governments to give out any circulation data, but it is able to state that the Army Edition is on sale in every camp of American soldiers in France, even within range of the enemy guns.

The advertising that American soldiers read under these conditions will make the deepest kind of appeal—and these men will be coming back from France some day needing shoes, automobiles, clothing; everything that men buy and use.

The Army Edition has been published at a loss to date of more than \$100,000 to The Tribune. Furthermore The Tribune is under contract with the United States Government to turn over any profits that may accrue to war funds to be designated by the Commander-in-Chief of the American Expeditionary Forces

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)

Send for The Tribune's big BOOK OF FACTS